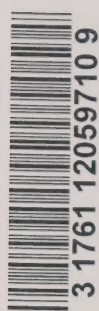


CA2 φN  
IT 51  
-73R78



# SKIING at ONTARIO RESORTS WINTER 1971-72



THE MINISTRY OF INDUSTRY AND TOURISM  
Province of Ontario • Parliament Buildings • Toronto • Canada  
Honourable Claude F. Bennett, Minister F. J. Pillgrem, Deputy Minister



Government  
Publications

Government  
Publications

C120N

IT51

73R78

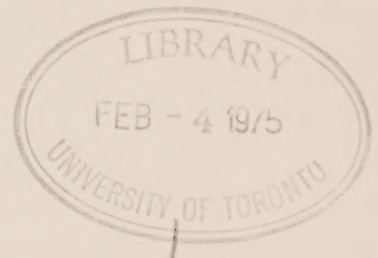
Government  
Publications

Ont.  
Tourism and Recreation  
Studies Branch.  
Report. 78

Tourism and Recreation  
Studies Branch  
Report No. 78

SKIING AT ONTARIO RESORTS

WINTER 1971/72



Tourism and Recreation Studies Branch  
Director, Peter Klopchic, Ph.D.  
Ontario Ministry of Industry and Tourism  
November, 1973





Digitized by the Internet Archive  
in 2024 with funding from  
University of Toronto

<https://archive.org/details/31761120597109>

## ACKNOWLEDGEMENTS

The data was analyzed and the report written by J.J. Vila and H. Mednick of the Tourism and Recreation Studies Branch, assisted by R. Kreutzwiser and A. Guenther. The advisory services of Mr. W.M. Baker, Tourism and Recreation Planning Consultant, are greatly appreciated.

Peter Klopchic



## CONTENTS

	<u>Page</u>
FOREWORD	i
HIGHLIGHTS	ii
SURVEY METHOD	vi
 CHAPTER ONE	
Skier Attendance at Ontario Resorts	
1. Volume and Frequency of Skier Visits	1
2. Number of Skiers	5
3. Skier Hours at Resorts	7
 CHAPTER TWO	
Origin and Destination of Skiers at Ontario Resorts	
1. Origin Breakdown by Regions and States	10
2. Destination of Skier Visits in Ontario	13
3. Skiing by Ontario Skiers Outside the Province	16
 CHAPTER THREE	
General Characteristics of Skiers and Ski Trips	
1. Levels of Skiing Ability	19
2. Initial Interest in Skiing	21
3. Reason for Skiing at Selected Resort	23
4. Composition and Size of Skier Parties	24
5. Accommodation Used on Ski Trips Involving One or More Nights	27
6. Skier Injuries	33
 CHAPTER FOUR	
Expenditure on Skiing	
1. Skier Visit Expenditures	35
2. Equipment, Clothing and Membership Expenditures	39
3. Average Expenditure per Season	42
4. Measures of Significance of Expenditure on Skiing	44
5. Expenditure and Level of Skiing Ability	47





CHAPTER FIVE

Socio-Economic Characteristics of Skiers

1. Occupation	50
2. Annual Family Income	51
3. Education Level	53
4. Sex, Age and Marital Status	53
5. Family Size	56

CHAPTER SIX

Volume Visitation and Expenditure as a Function of the Vertical Drop of Ski Resort Slopes	58
--	----

CHAPTER SEVEN

Skier Comments

1. Summary of General Comments	62
2. Highlights of Specific Skier Comments	63

CHAPTER EIGHT

The Climatic Foundations of Skiing in Ontario

1. Introduction	67
2. Measures of Seasonal Length	68
3. Climatic Ski Ratings and Classes	70



## APPENDIX I

<u>Table No.</u>	<u>Title</u>
1	Unweighted Number of Respondents by Month
2	Unweighted Number of Respondents by Type of Day
3	Number of Years Respondents have Skied
4	Percentage of Years Skied Over Years Elapsed Since Respondent Started Skiing
5	Number of Years Skied by Level of Skier Ability
6	Total Number of Visits per Skier 15 Years of Age and Over, 1971/72 Season
7	Origin and Number of Visits per Skier 15 Years of Age and Over, 1971/72 Season
8	Origin of Respondents Skiing Out of Ontario on Weekdays, 1971/72
9	Origin of Respondents Skiing Out of Ontario on Weekends, 1971/72
10	Origin of Respondents Skiing Out of Ontario on Vacation, 1971/72
11	Expenditure per Skier per Skier Visit, 1971/72
12	Ski Resort and Expenditure per Skier Visit, 1971/72
13	Type of Trip and Expenditure per Skier Visit, 1971/72
14	Origin and Expenditure per Skier Visit, 1971/72
15	Origin and Level of Skiers, 1971/72
16	Type of Accommodation Used by Number of Nights Away on Ski Trips, 1971/72
17	Type of Accommodation Used by Annual Family Income of Respondents, 1971/72
18	Type of Accommodation Used and Number of Nights Away on Ski Trips, 1971/72
19	Occupation and Family Expenditure on Equipment, Clothing and Club Membership, 1971/72
20	Occupation and Expenditure per Skier Visit, 1971/72





## APPENDIX I (cont'd)

<u>Table No.</u>	<u>Title</u>
21	Occupation and Number of Skier Visits per Season, 1971/72
22	Annual Family Income and Family Expenditure on Equipment, Clothing and Club Membership, 1971/72
23	Annual Family Income and Expenditure Per Skier Visit, 1971/72
24	Annual Family Income and Number of Skier Visits per Season, 1971/72
25	Level of Education and Number of Skier Visits per Season, 1971/72
26	Sex of Skier, 1971/72
27	Age of Skier and Expenditure per Skier Visit, 1971/72
28	Marital Status of Skier, 1971/72
29	Number of Family Members in Skier Families, 1971/72
30	Family Size and Number of Skiers in Family, 1971/72
31	Number of Skiers in Family and Family Expenditure on Equipment, Clothing and Club Membership, 1971/72
32	Vertical Drop of Ski Resort by Skier Level of Ability, 1971/72
33	Weather Conditions at Ski Resorts on Sampling Days, 1971/72
34	Snow Conditions at Ski Resorts on Sampling Days, 1971/72

## APPENDIX II

Sampling Schedule of Selected Ontario Ski Resorts, 1972

## APPENDIX III

Terminology

## APPENDIX IV

Questionnaire Form



## APPENDIX V

### Map of Ontario Administrative Regions

## APPENDIX VI

<u>Map No.</u>	<u>Title</u>
1	First Date of Occurrence of Snow Cover Suitable for Skiing, 50 Percentile Level (Marginally Reliable Snow Cover)
2	First Date of Occurrence of Snow Cover Suitable for Skiing, 75 Percentile Level (Reliable Snow Cover)
3	Last Date of Occurance of Snow Cover Suitable for Skiing, 50 Percentile Level (Marginally Reliable Snow Cover)
4	Last Date of Occurance of Snow Cover Suitable for Skiing, 75 Percentile Level (Reliable Snow Cover)
5	Length in Days of Snow Cover Suitable for Skiing, 50 Percentile Level (Snow Cover Marginally Reliable or Better)
6	Length in Days of Snow Cover Suitable for Skiing, 75 Percentile Level (Reliable Snow Cover)





## FOREWORD

During the past decade the increasing popularity of skiing in Ontario has created a need for more detailed information about this type of winter recreation activity. At the request of the Ontario Ski Resort Association and the Ontario Field Services Division of the Ministry of Industry and Tourism, the Tourism and Recreation Studies Branch with the assistance of the Field Services Division, carried out this survey. In general this report provides a statistical measure of skiing activities in the Province. More specifically, the identification and analysis of the impact characteristics of skiing in Ontario are portrayed. The following are the main points examined:

1. The volume of skier attendance at Ontario resorts during the 1971/72 season.
2. Origin of skiers at Ontario resorts.
3. Destination of skiers at resorts within Ontario.
4. Examination of reasons for skiing.
5. Frequency of skier trips.
6. Type of accommodation used on overnight skiing trips.
7. Volume and types of expenditure on skiing; economic impact of skiing in Ontario.
8. Socio-economic characteristics of skiers.
9. General comments on skiing in Ontario.



## HIGHLIGHTS

### 1. Resort Development 1971/72 Season

At least \$3.6 million was spent by 154 ski resort enterprises in Ontario in preparation for the 1971/72 ski season. Items included new ski areas, new lifts, additional snowmaking equipment, enlargement of chalet facilities and improved hill grooming. The 113 ski resorts listed in "Ontario Winter Facilities" booklet for 1971/72, offered skiers a choice of 35 chairlifts (6 more than the previous year), 104 T-bars, 26 pomalifts, 3 J-bars, 162 rope tows, and 44 areas with snowmaking equipment. There were 459 open slopes, 314 downhill runs and 66 areas with cross-country trails. All ski resorts had club chalets and most offered rental equipment and professional instruction. Some provided overnight accommodation, night skiing, tobogganing, snowmobiling, sleigh rides, skating, dancing and apres-ski entertainment.

### 2. Resort Season Length, 1971/72

Total number of ski resort days in which the 154 ski resorts in Ontario were open during the 1971/72 Actual Season was 7,607 days (3,603 weekdays and 4,004 weekend and holiday days). A reasonable estimate for the Normal Season in Ontario would be 10,364 ski resort days (4,740 weekdays and 5,624 weekend and holiday days). Had normal season conditions prevailed in 1971/72, volume participation and expenditure values would have been greater.

### 3. Volume Participation

During the actual ski season 1971/72 (January, February and March 1972), an estimated 222,000 skiers made 3.1 million skier visits to Ontario's 154 ski resorts. If the longer, normal ski season (December,





January, February and March) had prevailed, an estimated 4.3 million skier visits would have been made.

Significantly, 78.2 percent of 173,700 skiers were Ontario residents and they generated 2,870,000 skier visits or 92 percent of the total. About 2.3 percent of the provincial population skied at Ontario resorts during the 1971/72 season. Cross-country skiers and those who skied strictly outside Ontario are not included in this estimate. There were approximately 66,800 families in Ontario with at least one active skier during the 1971/72 season.

#### 4. Activity Participation Profile

Approximately 81 percent of all skier visits to Ontario resorts occurred during weekends and holidays.

The average number of skiers per weekday at an operating resort was 165 with the comparable value for a weekend/holiday day being 630. The average number of visits per skier to Ontario resorts was 14.0, with an additional 2.5 visits being made to facilities outside the Province. The average number of hours per skier visit to a resort was 4.3.

Proximity was the most important factor in the choice of a particular ski resort. Skiers who travelled to a resort by car arrived from an average distance of 31 miles.

Of the skiers, 30 percent, 51 percent and 19 percent considered themselves to be novice, intermediate and advanced skiers, respectively. Of all skiers who skied at Ontario resorts during the 1971/72 season, 12 percent started skiing that season. The most important influence in learning to ski was "friends and relatives" (46 percent).



About 52 percent of all skiers used overnight accommodation at least once during the season. The type of accommodation used most frequently was a hotel or ski resort hotel, accounting for 43 percent of the skier party-nights spent away from home.

#### 5. Socio-Economic Skier Profile

Of the skiers visiting Ontario resorts, 40 percent, were under 15 years of age and 37 percent were between 15 and 30 years. More than half of the skiers 15 years and over were married (54.4%).

The single largest occupation category among skiers 15 years and over was professional (34.4%). Professionals accounted for 33 percent of skier visits generated by this age category. More than a quarter of the skiers 15 years and over were students.

The median annual family income of skiers 15 years and over was \$13,500, which is approximately \$3,100 higher than that for Ontario families. About 40 percent of skiers 15 years and over belonged to the family income group \$15,000 and over.

#### 6. Expenditure Patterns

Skiers visiting Ontario resorts spent a total of \$42.1 million; \$27 million on skier visits and \$15.1 million on seasonal skier expenditures including equipment, clothing and club memberships. The above expenditures were all incurred in Ontario.

The average expenditure per skier visit for those skiers 15 years and over was \$13.20 and that for skiers under 15 years was \$2.50. Each Ontario skier family spent an average of \$225.40 for equipment, clothing and club membership. Among families making an expenditure for various





items of seasonal ski expenditure, an average of \$212.00 was spent in the case of equipment, \$71.80 for clothing and \$123.30 for club membership.

## 7. Skier Facility Needs

The principal skiing problems and needs reported by respondents are summarized as a percentage of all respondents as follows:

- ski areas are crowded	10.5%
- skiing is too expensive	8.0%
- more ski areas should be developed	8.4%

A number of respondents also suggested increased development of apres-ski facilities at Ontario resorts and more cross-country skiing trails connecting downhill ski resorts.



## SURVEY METHOD

There were 154 organized ski resorts open in Ontario during the 1971/72 ski season; 41 operated daily. At 34 selected resorts skiers 15 years of age and over were interviewed with the assistance of the Field Services Division staff during January, February and March 1972. Information obtained from 944 interviews forms the data base of the findings of this study.

Statistical information related to Ontario ski resort days, skier visits and expenditures are presented for two time periods as follows:

- 1) Actual ski season 1971/72 - January, February and March 1972, with only some resorts having snow from December to the middle of April.
- 2) Normal ski season 1971/72 - December 1971, January, February and March 1972, with only some resorts having snow until the middle of April.

The unusually late arrival of snow and colder weather, especially in Southern Ontario where the season did not start at some resorts until the middle of January 1972, necessitated the adoption of the actual and normal season concepts. Unless otherwise mentioned, the actual ski season 1971/72 is understood in the text and related tables. A list of definitions for ski terms used in this report is given in Appendix III "Terminology".

A stratified sampling and weighting procedure was employed in the survey design to obtain statistical data with the highest efficiency. Furthermore, the weighting procedure made possible the examination of data for:



- the universe of skier visits by persons 15 years of age and over at Ontario resorts during the 1971/72 season
- the universe of persons 15 years of age and over who skied at least once at Ontario resorts during the 1971/72 season.

Two weights were designed for the tabulation of results. The first weight, "Function of Ski Resort", adjusted for the stratified, disproportionate sampling of ski resorts, survey days and the probability of interviewing skiers 15 years of age and over. The second weight, "Inverse Number of Ski Days", was designed to transform the universe of skier visits to the universe of skiers. Therefore, if only the first weight was used, the statistics related to skier visits. The application of both weights provided data for persons who skied at least once at Ontario resorts. The side-effect of the weighting procedure is an increased number of respondents as shown in the Appendix Tables.

Some statistical data, such as average expenditure per skier visit, were derived on the basis of skier visits. Other data, such as family income, expenditure per season, etc. were derived on the basis of persons who skied at least once during the season at an Ontario resort. Much of the data were calculated for both universes.

For the application of statistical results it should be noted that the report deals only with skiers at Ontario resorts. People who did not ski at resorts, including many of the cross-country skiers, and those who skied only at out-of-province resorts are not included.

The questionnaire forms were personally administered to skiers 15 years of age and over at 34 randomly selected Ontario resorts. Interviewing was conducted inside the resort chalet which proved to be most convenient.





Data on the volume of skier visit attendance was collected from ski resort operators during and after the survey period. These data were used for the projection of statistical information gathered in the survey.

Statistical values for survey results and projections presented in the text or tables may not add or multiply exactly in all data combinations due to rounding.



## CHAPTER ONE

### Skier Attendance at Ontario Resorts

Records of skier visits at many resorts were incomplete. Nevertheless, it was possible to make reasonably accurate estimates from the data collected.

The derivation of the total number of skier visits to Ontario resorts was essential for the projection of statistical information gathered in the survey. The total skier visit attendance per resort operating day was established on a week and a weekend day basis, and also by the age categories of participants.

#### 1. Volume and Frequency of Skier Visits

Two estimates of the volume of visits to Ontario ski resorts are presented in this chapter. The lower estimate relates to the actual ski season in 1971/72 which was rather short due to the late arrival of snow and colder weather, especially in Southern Ontario. The higher estimate relates to the hypothetical normal ski season.

The number of operating days at ski resorts, the average number of skier visits per operating day and the projected number of visits during the season by day of the week and by age of participants are presented in the two following tables. The first table deals with the actual ski season. In the second, the amount of activity at Ontario resorts which would prevail in a normal winter season in Ontario is estimated. In both cases the number of ski resort days was obtained by totalling the number of days that individual resorts were open during the season.



NUMBER OF SKIER VISITS BY TYPE OF DAY AT ONTARIO SKI RESORTS

Actual Ski Season in 1971/72 - January, February, March, 1972

Type of Day	Number of Ski Resort Days (*)	Visits/Day by Skiers 15 years & over (**)	Visits/Day by Skiers of any age (**)	Number of Skier Visits by Skiers 15 years & over	Number of Skier Visits by Skiers of any age
	(1)	(2)	(3)	(1) x (2) = (4)	(1) x (3) = (5)
Weekdays	3,603	120	165	432,360	594,495
Weekend Days and holidays	4,004	360	630	1,441,440	2,522,520
Total	7,607	-	-	1,873,800	3,117,015
Rounded Total of Skier Visits				1,870,000	3,120,000

(\*) Estimated from "Ontario Winter Facilities, 1971/72".

(\*\*) Estimated by ski resort operators.





NUMBER OF SKIER VISITS BY TYPE OF DAY AT ONTARIO SKI RESORTS

Normal Ski Season in 1971/72 - December 1971, January, February, March, 1972

Type of Day	Number of Ski Resort Days (*)	Visits/Day by Skiers 15 years & over (**)	Visits/Day by Skiers of any age (**)	Number of Skier Visits by Skiers 15 years & over	Number of Skier Visits by Skiers of any age
	(1)	(2)	(3)	(1) x (2) = (4)	(1) x (3) = (5)
Weekdays	4,740	120	165	568,800	782,100
Weekend days and holidays	5,624	360	630	2,024,640	3,543,120
Total	10,364	-	-	2,593,440	4,325,220
Rounded Total of Skier Visits				2,600,000	4,300,000

(\*) Estimated from "Ontario Winter Facilities, 1971/72".

(\*\*) Estimated by ski resort operators.



The total number of days in which the 154 resorts were open and operating in Ontario during the 1971/72 actual ski season was 7,607; 3,603 weekdays and 4,004 weekend days and holidays.

The average number of skier visits per resort operating day by participants 15 years of age and over was 120 and 360 per weekday and weekend/holiday respectively. The average number of skier visits per resort operating day by all skiers regardless of age was 165 and 630 visits per weekday and weekend/holiday respectively.

Over the actual season approximately 3,120,000 skier visits were made to Ontario resorts. About 2,500,000 visits, or 81 percent were associated with weekends and holidays. Clearly, the weekends are of major consequence in a marketing sense and adverse weather conditions on these days are of major significance.

Skiers 15 years and over generated 60 percent of all visits or 1,870,000. On weekdays the corresponding value is a markedly high 73 percent, while that for weekend days is 57 percent. The strength of young skiers under 15 years of age in the pattern, 40 percent, is worthy of note since it is suggestive of strong future market prospects. Interestingly this young age group represented 43 percent of the attendance on weekends and holidays, but only 27 percent on weekdays.

The comparable estimates are calculated for the normal ski season. While the average number of skier visits per resort day was kept constant, the total number of skier visits per season increased due to a higher number of resort operating days available. The estimated total of skier visits reached 4,300,000, 37.8 percent more than during the actual ski season.



The frequencies of skier visits for those 15 years and over in the 1971/72 season are indicated in the following table. Participants averaged 16.5 visits. Some 80 percent skied at resorts at least 6 times during the season. About 30 percent skied at least 21 times during the season.

Skier Visits by Frequency Categories for Skiers  
15 years of Age and Over

---

Frequency Categories	Percent
1 - 5 visits	20.0%
6 - 10 visits	19.7
11 - 20 visits	32.1
21 - 30 visits	14.0
31 + visits	14.3
<hr/>	
Average Number of Skier Visits per Season	16.5 visits

---

## 2. Number of Skiers

Based on the estimated number of skier visits and the frequency of skiing, the number of individual skiers who visited Ontario resorts at least once in the 1971/72 actual season was estimated. The cardinal features are summarized in the following table.





Number of Skiers 15 Years of Age and Over by Origin  
1971/72 Season

Origin	Number of Skier Visits to Ontario Resorts	Average Number of Skier Visits (*)	Average Number of Skier Visits to Ontario Resorts	Number of Skiers (15 years +)
	(1)	(2)	(3)	(1)÷(3)=(4)
Ontario	1,720,000	17.4	16.5	104,200
Rest of Canada	86,000	10.6	5.3	16,200
United States	64,000	10.3	5.0	12,800
Total	1,870,000	16.5	14.0	133,200

(\*) Average number of skier visits to resorts within and outside of Ontario by skiers (column 4) who skied at least once at Ontario resorts during the 1971/72 season.

At the outset it should be noted that the estimate of total skier visits by Ontario residents does not include those Ontario residents who did not ski at an Ontario resort, but skied only outside the province, in Europe, the United States or another Canadian province, during the 1971/72 season. For example, the Camp Fortune ski resort in Quebec draws many skiers from the Ottawa area. Thus the total skier visits of an Ontario resident who skied only at Camp Fortune, are not included in the number of skier visits by Ontario residents. Also not included are the number of cross-country skier trips by provincial residents and activity by people who did not go to a resort in Ontario during the 1971/72 season.



Among skiers 15 years of age and over Ontario residents dominate the pattern generating 1,720,000 visits or 92 percent of the total. They skied at Ontario resorts over three times as frequently as skiers from outside of the province, in terms of the average number of visits. Ontario resident skiers reported an average of 16.5 visits per season to Ontario resorts, while similar values of those from other Canadian provinces and the United States were 5.3 and 5.0, respectively. Non-resident skiers participated about 5 days less frequently at Ontario resorts, probably due to travel distance factors. Nevertheless, Ontario resorts have a fairly strong attraction for those out-of-province visitors they are able to draw. This group reported about 50 percent of their seasonal visits to all resorts were made to Ontario facilities.

The estimated number of skiers 15 years of age and over at Ontario resorts was 133,200. Of this number, 104,200, or 78.2 percent, were Ontario residents. Since skiers in this group accounted for about 60 percent of all participants, there was a total of 222,000 skiers of all ages at Ontario resorts, of which 88,800 were under 15 years of age. Ontario resident skiers of all ages totalled 173,700.

### 3. Skier Hours at Resorts

Skiers averaged 4.3 activity hours on each visit, including time spent both skiing and relaxing at the resort. Close to half the skiers (47%) spent 5 or more hours at the resort.



Skier Hours at Ontario Resorts, 1971/72 Season

Hours per Skier Visit	Number of Skiers	Percent of Skiers
(1)	(2)	(3)
1	8,000	3.6%
2	17,300	7.8
3	40,400	18.2
4	51,900	23.4
5	52,800	23.8
6	39,500	17.8
7	5,100	2.3
8 +	7,000	3.1
Total	222,000	100.0%
Average	4.3 hours per skier per visit	

The total number of skier hours at Ontario resorts can be calculated as follows:

Average Number of Hours Per Visit		Number of Visits to Ontario Resorts		Number of Skiing Hours at Ontario Resorts
4.3	x	3,120,000	=	13,416,000

The total number of hours spent snowmobiling in Ontario during the 1971/72 season was determined as follows:

Average Number of Snowmobiling Hours Per Season		Number of Snowmobiles in Ontario		Number of Snowmobiling Hours in Ontario
155	x	210,000	=	32,550,000 (*)

(\*) Source: An Analysis of Snowmobiling in Ontario, Travel Research Branch, Ontario Department of Tourism and Information, 1971.





In Ontario there were approximately 2.4 times as many snowmobiling hours as skiing hours. Various explanations for the difference can be postulated. Snowmobiling hours include the non-recreational uses of these vehicles which is substantial. Snowmobiling can be undertaken on almost any snow-covered open area (parks, farm land, private land, lakes and rivers) while downhill skiing at resorts is limited to a number of discrete places with proper facilities.

Skiing occupies a considerable portion of the leisure time of participants at Ontario resorts. It has been estimated that about 35 percent of the total time budget of the Ontario population is free or leisure time, which amounts to about 8.4 hours per day. Thus in the 90-day actual ski season during January, February, and March, there was a total of 167,832,000 hours of leisure time available to skiers at Ontario resorts, and skiing took up about 8.0 percent of this time budget.

With the dramatic change in the global terms of trade for travel that has occurred in recent months, it is realistic to predict that, at least in the short run, the competitive position of Canadian ski resorts will be materially enhanced with respect to both the domestic and American market. While the beneficial impact will be greatest for those Canadian resorts with national, continental and major regional natural resource comparative advantage, the effects will likely be felt throughout the industry.



## CHAPTER TWO

Origin and Destination of Skiers at Ontario Resorts1. Origin Breakdown by Regions and States

As previously noted, Ontario residents accounted for 92.0 percent of all skier visits and 78.2 percent, or 173,700, of all individuals who skied at least once at an Ontario resort during the 1971/72 season. Approximately 12.3 percent of all skiers originated from other Canadian provinces, and about 9.5 percent from the United States. A more detailed breakdown of the origin of skiers, regardless of age, and their total visits is given in the table on page 11.

Most of the skier visits to Ontario resorts originated from the South Central Administrative Region of the province (see Map, Appendix V). This region, which includes the large metropolitan area of and around Toronto, accounted for approximately 1,120,300, or 35.9 percent of all attendance. The Eastern Administrative Region of the province had the second highest number of skier visits, 496,200, followed by the North-eastern Administrative Region, 397,500. Quebec was the origin of 31,500 skier visits to Ontario, and the State of Michigan, 15,500.

In terms of skiers, the South Central Administrative Region again was the origin of most of those who skied at least once at an Ontario resort. This region accounted for 84,800 or 38.2 percent of all skiers. The Eastern region ranked second with 26,700, or 12.0 percent, followed by the Land Between the Lakes region with 21,800.

Ontario drew 27,200 skiers from other Canadian provinces and 21,000 from the United States. Most of the skiers from the rest of the United States originated from New York and Minnesota. These out-of-province skiers accounted for 142,700 and 107,300 visits at Ontario resorts, respectively.



# ORIGIN OF SKIER VISITS AND SKIERS AT ONTARIO RESORTS, 1971/72

Origin: Administrative Regions, Provinces, States	Skier Visits, All Ages		Number of Skiers of all Ages		Total Population (**)	Incidence of Skiers (per 10,000 people) (***)	Visits Per Skier at Ontario Resorts
	Number	Percent	Number	Percent			
Eastern	496,200	15.9%	26,700	12.0%	1,071,000	249	18.6
Central	199,500	6.4	11,700	5.3	356,000	329	17.2
South Central	1,120,300	35.9	84,800	38.2	3,743,000	227	13.2
Land Between the Lakes	332,800	10.7	21,800	9.8	1,727,000	126	15.3
Northeastern	397,500	12.7	17,500	7.9	582,000	301	22.7
Northwestern	320,200	10.3	11,200	5.0	224,000	500	28.5
(Ontario)	(2,866,500)	(91.9)	(173,700)	(78.2)	(7,703,000)	(226)	(16.5)
Quebec	31,500	1.0	1,700	0.8	6,028,000	3	
Manitoba (*)	103,200	3.3	25,300	11.4	988,000	256	5.2
Rest of Canada(*)	8,000	0.3	200	0.1	6,849,000	-	
Michigan	15,500	0.5	3,300	1.5	8,875,000	4	5.1
Rest of U.S.	91,800	2.9	17,700	8.0	194,337,000	-	
Total	3,120,000	100.0%	222,000	100.0%	-	-	14.0

- (\*) Figures for Manitoba and Rest of Canada should be treated with caution due to low sample size.
- (\*\*) Statistics Canada, 1971; Statistical Abstract of the United States 1971.
- (\*\*\*) A skier is defined as a person who skied at least once at an Ontario resort during the 1971/72 season.



In comparison with some other ski regions, Ontario attracts a relatively small number of skiers from the United States, with perhaps the possible exception of the State of Michigan. In a study of skiing in the State of Colorado, it was found that about 35.0 percent, or 1,141,000, skier visits came from outside Colorado.<sup>(\*)</sup> About 10.1 percent, or 329,000, skier visits were generated by residents of the Great Lakes States adjacent to Ontario. Clearly, Ontario, with only about 107,300 skier visits from the entire United States, has limited appeal for American skiers from both an overall national or Great Lakes regional point of view.

The Northwestern Region of Ontario has the highest incidence of resident skiers attending Ontario resorts - 500 skiers for every 10,000 people. The Central region ranked second with an incidence of 329 skiers per 10,000 people, and the Northeastern region ranked third with 301 skiers per 10,000 people. The Land Between the Lakes region with only 126 skiers per 10,000 people is markedly at the lower extremity of the range for Ontario areas.

The major reason for differences in the incidence of skiers among the regions of Ontario is climatic. In general, the Northwestern and Northeastern regions have a longer outdoor winter recreation season than those in Southern Ontario. In the southern parts of the province snowcover is unreliable and actually may disappear from large portions of the landscape at various times during the winter. The proportion of population that skis is likely to be higher where snowcover is heavier and more reliable.

---

(\*) Source: Colorado Ski and Winter Recreation Statistics, 1972, Business Research Division, Graduate School of Business Administration, University of Colorado.





The incidence of skiers from Manitoba, visiting Ontario resorts at least once, was 256 skiers per 10,000 people. This is a noticeably high value and although the sample size was small, it could reflect a strong market position for Northwestern Ontario facilities in Metropolitan Winnipeg that contains about 50 percent of the provincial population.

The incidence of skiers from Quebec was about 3 per 10,000 people and from Michigan 4. Clearly, the grip of Ontario resorts in these markets is quite weak.

Ontario skiers interviewed averaged 16.5 visits to provincial resorts in the 1971/72 season. The comparable values for those coming from other Canadian provinces and the United States were 5.2 and 5.1 respectively.

The Northwestern region had the highest number of visits per skier among all geographic areas listed in the accompanying table, 28.5. The Northeastern region ranked second with 22.7, followed by the Eastern region with 18.6. The heavily populated South Central Region of Ontario with an incidence of 13.2 was at the bottom of the range in values. Increased participation from this area is a critical factor in the future growth of the ski resort industry.

## 2. Destination of Skier Visits in Ontario

The 3,120,000 skier visits to Ontario resorts are broken down into destination regions in the following table.



# Destination of Skier Visits to Ontario Ski Resorts, 1971/72 Season

Administrative Region	Weekday Skier Visits		Weekend Skier Visits		Vacation Skier Visits		Total Skier Visits	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Eastern	155,200	26.1%	443,200	18.7%	37,500	24.1%	635,900	20.3%
Central	124,300	20.9	793,900	33.5	44,000	28.8	963,000	30.9
South Central	42,800	7.2	113,800	4.8	10,100	6.5	166,700	5.3
Land Between The Lakes	96,300	16.2	208,600	8.8	2,800	1.8	307,600	9.9
Northeast	63,000	10.6	286,800	12.1	15,100	9.7	364,900	11.7
Northwest	113,000	19.0	526,600	22.1	45,300	29.1	681,900	21.9
Total	594,500	100.0%	2,369,700	100.0%	155,600	100.0%	3,120,000	100.0%



The Central region is the most popular destination for skiers capturing 963,000 skier visits or 30.9 percent of the provincial seasonal total and 793,900 or 33.5 percent of all weekend visits. Moreover this region was a strong second in terms of weekday activity, receiving 124,300 visits or 20.9 percent of the Ontario total.

The Eastern region received 155,200 weekday skier visits or 26.1 percent of the provincial total for weekday visits.

The Northwestern region is the most popular destination for vacation skiing, with 45,300 or 29.1 percent of all such visits. However, it is noticeably rivalled by the Central region which received 44,800 or 28.8 percent of such visits. The proximity to population concentration coupled with slope quality and facility development are causal factors.

In the following table, the number of skier visits per resort is calculated for each Ontario region.

Skier Visits per Resort in Each Administrative  
Region of Ontario for 1971/72 Season

Administrative Region	Number of Resorts	Visits per Resort			
		Weekday	Weekend	Vacation	Total
Eastern	22	7,100	20,100	1,700	28,900
Central	31	4,000	25,600	1,400	31,000
South Central	25	1,700	4,600	400	6,700
Land Between The Lakes	23	4,200	9,100	100	13,400
Northeastern	30	2,100	9,600	500	12,200
Northwestern	23	4,900	22,900	2,000	29,800
Total	154	3,900	15,400	1,000	20,300





There were a total of 154 operating ski resorts in Ontario in the 1971/72 season. The Central region led with 31, followed by the North-eastern region with 30.

Across the province, each resort averaged 20,300 skier visits for the season. This total was made up of 3,900 weekday, 15,400 weekend, and 1,000 vacation skier visits.

The Central region averaged the highest number of visits per resort with 31,000. The comparable measurement for the Northwestern region was 29,800, and that for the Eastern region, 28,900. The South Central region had the lowest average, 6,700.

### 3. Skiing by Ontario Skiers Outside the Province

Skiers at Ontario resorts also did a considerable amount of skiing outside the province, as listed in the following table. The table displays the pattern of both Ontario and non-provincial residents.

Skiing Outside Ontario by Those Who Skied at  
Least Once in Ontario During 1971/72 Season

Type of Day	Number of Skiers	Average Number of Skier Visits	Total Number of Outside Ontario Skier Visits	Percent of Outside Ontario Skier Visits
	(1)	(2)	(1)x(2)=(3)	(4)
Weekday	16,700	5.9	98,500	31.0%
Weekend	19,700	7.7	151,700	47.8
Vacation	11,800	5.7	67,300	21.2
Total	-	-	317,500	100.0%



All those who skied at least once at an Ontario resort during the 1971/72 season, made a total of 317,500 visits outside the province. For approximately every 10 visits made to a resort within Ontario, one visit was made to a facility outside the province. Most of the activity outside Ontario occurred on weekends, approximately 151,700 visits or 47.8 percent. Another 67,300 visits, or 21.2 percent, were related to winter vacations. About 31 percent of the visits occurred on weekdays.

The percentage breakdown of visits by type of day for Ontario skiers to resorts within and outside Ontario is given in the following table.

Percentage Breakdown of Skier Visits by Type of Day  
and Destination for Ontario Skiers, 1971/72

Type of Day	Percent of Visits to Ontario Resorts	Percent of Visits Outside Ontario
Weekday	19.1%	31.0%
Weekend	76.0	47.8
Vacation	4.9	21.2
Total	100.0%	100.0%

It is evident that vacation skier visits are relatively less important than those on weekdays and weekends at Ontario resorts, as only 4.9 percent of total visits in the province occurred on vacations. However, vacation skier visits capture a larger percentage of the visits made outside the province by Ontario skiers. Clearly, Ontario is predominantly a weekend and weekday ski region as about 95 percent of visits in the province occur on these types of days. For vacation skiing Ontario is relatively less important than other regions, for Ontario skiers.



The destinations of these visits to resorts outside Ontario are given in the following table.

Destinations of Skier Visits Outside Ontario  
Made by Ontario Skiers, 1971/72

Deatination	Number of Skier Visits Outside Ontario	Percent of Skier Visits Outside Ontario
Quebec	152,100	47.9%
Manitoba	28,500	9.0
Rest of Canada	19,300	6.1
New York	25,300	8.0
Michigan	31,500	9.9
Rest of U.S.	50,900	16.0
Europe	9,900	3.1
Total	317,500	100.0%

Almost one half (47.9%) of these skier visits were made to resorts in Quebec. The proximity of some excellent facilities in Quebec accounted for this large proportion. The United States was the next most popular destination (33.9%), with Michigan accounting for 31,500 skier visits (9.9%), New York for 25,300 (8.0%), and the rest of the United States for 50,900 (16.0%).



## CHAPTER THREE

General Characteristics of Skiers and Ski Trips1. Levels of Skiing Ability

Respondents, 15 years of age and over, were asked to rate themselves as beginner, intermediate or advanced skiers, and to indicate the number of years they had been skiing. The results of these inquiries are presented in the table below.

Levels of Skiing Ability for Those 15 Years of Age and Over

Skier Level	Number of Skiers	Percent of Skiers	Average Number of Years Skiing
Beginner	39,300	29.5%	2.6 years
Intermediate	68,200	51.2	6.8
Advanced	25,700	19.3	13.4
Total	133,200	100.0%	7.4 years

Most of the skiers, 68,200 or 51.2 percent, rated themselves as intermediate in terms of skiing ability. About 25,700, or 19.3 percent, considered themselves to be advanced. Some 39,300, or 29.5 percent, were beginners, indicating strong growth characteristics in the overall market pattern for Ontario resorts.

There is a definite positive relationship between number of years skied and a participant's ability. Advanced skiers averaged 13.4 years activity in the sport as compared to 6.8 years for intermediate skiers and 2.6 years for beginners. The overall average number of years skied was 7.4.





In the following table the number of skier visits generated by skiers at each reported level of ability is indicated.

Skier Visits by Level of Skiing Ability  
of Skiers 15 Years of Age and Over

Skier Level	Number of Skier Visits to Ontario Resorts	Percent of Skier Visits	Average Number of Skier Visits Per Skier to All Resorts
Beginner	364,700	19.5%	10.9 visits
Intermediate	951,800	50.9	16.5
Advanced	553,500	29.6	25.3
Total	1,870,000	100.0%	16.5 visits

Although advanced skiers represented only 19.3 percent of all those visiting Ontario resorts, they accounted for about 29.6 percent of all skier visits, indicating greater than average participation in the sport. This group averaged 25.3 skier visits per year to resorts inside and outside the province as compared to 16.5 visits for intermediate, and 10.9 visits for beginners.

With proper ski instruction and a greater development of skiers to the advanced level, increased visitation will be generated to Ontario resorts. The industry, therefore, has a vested interest in skier-training programs.



## 2. Initial Interest in Skiing

Respondents were asked to indicate their main reason for initially starting to ski. The results are presented in the table below.

### Main Influence in the Decision to Learn to Ski

Reason	Number of Skiers 15 Years of Age and Over	Percent of Skiers
Like the sport	12,800	9.6%
Stay fit	7,400	5.6
Like the outdoors	24,200	18.2
Friends and relatives	61,100	45.9
Close to the hill	1,700	1.3
Ski school	2,700	2.0
Other	23,300	17.4
Total	133,200	100.0%

The influence of friends and relatives was by far the most important factor in initially stimulating interest (45.9%). This is a clear indication of the many social aspects of the sport of skiing.

As previously stated, each skier at Ontario resorts, 15 years of age and over, has been skiing an average of 7.4 years. The following table lists the first year of skiing for this age group.



First Year of Skiing for Skiers 15 Years of Age and Over

First Year of Skiing	Number of Skiers	Percent of Skiers
Before 1946	8,100	6.1%
1946 - 1960	24,200	18.2
1961 - 1965	21,200	15.9
1966	5,900	4.4
1967	12,100	9.1
1968	10,300	7.7
1969	10,500	7.9
1970	12,500	9.4
1971	12,100	9.1
1972	16,300	12.2
Total	133,200	100.0%

About three quarters (75.7%) of the skiers 15 years of age and over had started the sport since 1961. About 59.8 percent had started in 1966 or later.

Once a skier starts skiing he is very likely to participate almost every year thereafter. About 90.2 percent of skiers 15 years of age and over skied in at least half of the years since they first participated. About 80.4 percent of the skiers in this age category were active in at least three-quarters of the years since they started the sport (see Appendix 1, Table 4).



### 3. Reason for Skiing at Selected Resort

Respondents were asked their reasons for skiing at the resort on that day. The results of this question projected to the total number of skiers 15 years of age and over are presented in the table below.

Reason for Skiing at Selected Resort by  
Skiers 15 Years of Age and Over

Reason	Number of Skiers (*)	Percent of Skiers
Club membership	16,000	12.0%
Ski hill closest	36,500	27.4
Good ski slopes	20,100	15.1
Challenging ski slopes	2,100	1.6
Easy ski slopes	3,600	2.7
Good ski facilities	1,200	0.9
Friends, relatives	23,300	17.5
Friendly atmosphere	4,600	3.5
Ski lessons available	1,200	0.9
Night skiing	1,200	0.9
Good snow conditions	6,200	4.7
Ski patrol on duty	2,600	2.0
Inexpensive	4,300	3.2
Other	62,000	46.5
Total number of skiers	133,200	

(\*) Numbers do not add to total due to multiple responses.

Although the most frequent (46.5%) response was for the inexplicit "other" category, some interesting facts can be gleaned from this table.

About 36,500 skiers (27.4%) indicated that the closeness of the ski hill was a reason for skiing at the resort. This implies that the market locational factor is a matter of major consequence for the success of commercial resort operations.





The influence of friends and relatives was a reason given by 23,300 skiers (17.5%). As previously noted, the influence of friends and relatives was an important factor in skiers entering the sport initially. The influence of friends and relatives in selecting a ski resort again highlights the fact that skiing represents an important element in the social activity of skiers.

Two other important reasons given for skiing at a particular resort were the availability of good slopes (15.1%) and the fact that the skier had a club membership at the resort (12.0%).

#### 4. Composition and Size of Skier Parties

From the survey it was possible to determine several features of ski trips and the characteristics of skier parties.

The table below lists the distribution of the number of people in each skier party. On average, each party was composed of 3.0 people. Overall 222,000 individual skiers of all ages were associated with 74,000 parties.

Number of People in Each Skier Party

Number of People in Party	Number of Parties	Percent of Parties
1	18,000	24.3%
2	20,600	27.8
3	12,500	16.9
4	10,900	14.8
5	5,700	7.7
6	1,500	2.0
7	1,000	1.4
8	2,700	3.6
9 and over	1,100	1.5
Average 3.0	74,000	100.0%



Small size groupings dominate the pattern. About 27.8 percent of the parties contained only two members and 24.3 percent only one. To a large extent this is a reflection of the strong attraction of skiing for the pre and early marital component of the population.

The average party size differed, however, if the party was out for a single day or an overnight trip. The table below examines party size by type of ski trip.

Number of Persons in Party by Type of Ski Trip

Type of Trip	Number of Parties	Percent of Parties	Average Number of People in Party
Single day	55,700	75.3%	3.1
Overnight trip to one resort	15,200	20.5	2.6
Overnight trip to several resorts	3,100	4.2	2.7
Total	74,000	100.0%	3.0

It can be seen that 75.3 percent of the skier parties were on a single day trip. The remainder, 24.7 percent, were out on an overnight trip of varying length to one or several ski resorts.

For those skier parties which were on an overnight trip to one resort, the average party size was 2.6, which was below the overall average of 3.0. The corresponding value for a similar trip involving a visit to several resorts was only slightly higher, namely, 2.7. The average party size in the case of a day trip was 3.1 skiers. It is clear, therefore, that party size did not vary markedly by trip length.



In the following table the composition of each party by age is given. This table is comprised only of parties with at least one skier 15 years of age and over.

Number of Persons in Skier Parties by Age Categories

Age Category	Average Number of Skiers (*)	Percent of Parties (**)	Average Number of Skiers (***)
	(1)	(2)	(1)x(2)=(3)
Under 10	1.6	13.0%	.2
10 - 17	2.1	27.4	.6
18 - 25	2.6	40.4	1.1
26 - 30	1.5	24.9	.4
31 - 40	1.7	26.1	.4
41 - 50	1.5	18.0	.3
50 +	1.1	3.5	.04
Total	-	-	3.0

- (\*) Average number of skiers for parties with at least one skier in a given age category, and at least one skier 15 years of age and over.  
 (\*\*) Percent of parties with at least one person in a given age category.  
 (\*\*\*) Average number of skiers for all skier parties.

The age category 18 to 25 years appeared to form the dominant component of skier parties. About 40.4 percent of the parties had an average of 2.6 persons in this age group. The 10 to 17 year age grouping was the second most important with 27.4 percent of the parties having an average of 2.1 members in this age category.

Ski resort operators estimated in their attendance reports that approximately 40.0 percent of the skiers were under 15 years of age. There were many parties composed exclusively of skiers under 15 years of age. Consequently, members of these parties were not eligible to be interviewed.



Thus skiers under 15 years of age appear to be under-represented in this table. These parties composed only of skiers under 15 years of age were observed mainly in the smaller resorts serving local demand.

5. Accommodation Used on Ski Trips Involving One or More Nights

From the survey it was possible to determine the amount of overnight accommodation used on ski trips in Ontario, during the 1971/72 season. Estimates are given in the table on page 28.

Of the 3,120,000 skier visits to Ontario resorts by skiers of all ages, 21.6 percent involved an overnight stay. Thus, there were 674,700 person accommodation nights spent in Ontario, due to skiing during the 1971/72 season.

In column (1) of the table, the breakdown of these skier-nights is shown by accommodation type.

Commercial facilities, including hotels, resorts, motels and commercial cottages, supplied 355,700 nights or 52.7 percent of the total. Hotels and resorts were the major factor in this instance accounting for 229,500 nights or 34.0 percent of the total requirement. Motels provided 109,300 skier-nights or 16.2 percent. Commercial accommodation received substantial benefits from skiing.

Personal facilities, including the home of friends and relatives, and private cottages, occupied a very important position accounting for 300,600 skier-nights or 44.6 percent of the total requirement. The pattern clearly indicates that Ontario residents will satisfy a large proportion of their lodging needs stemming from skiing activity through personal facilities, as has been the case with summer recreation activities.





Accommodation Used by Skiers on Trips Involving One or More Nights

Type of Accommodation	Skier-Nights	Percent of Skier-Nights	Average Party Size	Skier Party-Nights	Percent of Party-Nights	Average Nights Per Skier In Ontario	Number of Skiers Using Accommodation	Percent of Skiers
	(1)	(2)	(3)	(1) ÷ (3) = (4)	(5)	(6)	(1) ÷ (6) = (7)	(8)
Home of friends, relatives	101,600	15.1%	2.6	39,100	15.3%	6.1	16,700	14.3%
Private cottage	199,000	29.5	3.2	62,200	24.3	7.9	25,200	21.7
Hotel, resort	229,500	34.0	2.1	109,300	42.8	5.5	41,700	35.9
Motel	109,300	16.2	3.1	35,300	13.8	4.5	24,300	20.9
Commercial cottage	16,900	2.5	3.3	5,100	2.0	3.5	4,800	4.2
Camping	100	-	3.5	-	-	1.4	100	0.1
Other	18,300	2.7	3.9	4,700	1.8	5.7	3,500	2.7
Total	674,700	100.0%	2.6	255,700	100.0%	5.8	116,300	100.0%

Figures are rounded to nearest hundred.



Camping plays no part in the accommodation pattern for skiing. No commercial or provincial campgrounds in Ontario in the vicinity of ski resorts operate during the winter months.

In column (3) of the table the average party size is given for each type of accommodation. Using the data in columns (1) and (3) the number of party-nights by each type of accommodation shown in column (4) was derived. The pattern is similar to that noted in the case of skier-nights.

Party-nights associated with trips involving one or more nights away from home totalled 255,700. The three types of commercial accommodation previously noted supplied 149,700 party-nights, or 58.5 percent of the total. Personal facilities were used for 101,300 party-nights, representing 39.6 percent.

From column (6) of the table, it can be seen that an average of 5.8 nights per skier was spent by those staying one night or longer on trips to Ontario ski resorts during the 1971/72 season. Those using personal facilities, including the homes of friends and relatives and private cottages, stay out more nights during the season than those using commercial accommodation.

In column (7) of the table the number of skiers using overnight accommodation is shown. An estimated 116,300 skiers of all ages, or 52.4 percent, used overnight accommodation on ski trips to Ontario resorts. Most of the skiers used hotels and resorts (35.9%), with private cottages ranking second (21.7%), and motels third (20.9%).



Actually, skiing is a modest factor in the overall demand pattern for commercial accommodation in Ontario. However, it is of considerable importance in local situations, particularly in the lengthening of the tourist season. As a comparison, 58.6 percent of all skier party-nights were spent in commercial accommodation, while the corresponding value for snowmobilers was only 5.7 percent. (\*)

Additional statistics on the use of commercial accommodation by skiers are given in the table on page 31.

It was calculated that there were about 6,669,000 unit-nights available in Ontario during the actual 90-day ski season in January, February and March, 1972. These unit-nights are broken down by type into 4,554,000 hotel or resort nights, 1,944,000 motel nights, and 171,000 commercial cottage nights.

On the assumption that each skier party-night represented one unit-night, about 2.2 percent of the available unit capacity in the province was occupied by skiers on overnight ski trips in Ontario.

The importance of skiing in generating overnight stays in commercial accommodation is further illustrated in the table on page 32.

Out of the 3,094,000 occupied commercial accommodation units throughout Ontario during the 90-day ski season, 4.8 percent were occupied by skier parties. About 4.9 percent of all occupied hotel or resort units were used by this group, 4.4 percent of occupied motel units, and 7.8 percent of occupied commercial cottage units.

---

(\*) Source: An Analysis of Snowmobiling in Ontario, Travel Research Branch, Department of Tourism and Information, 1971.



Commercial Accommodation Used on Overnight Ski Trips in Ontario  
During 1971/72 Ski Season

Type of Commercial Accommodation	Total Units (*)	Percent of Year-Round Units(**)	Available Year-Round Units	Total Unit-Nights For Ski Season	Unit-Nights Used By Skiers	Percent of Unit-Nights Used By Skiers
	(1)	(2)	(1) x (2) = (3)	90 x (3) = (4)	(5)	(5) ÷ (4) x 100 = (6)
Hotel, resort	61,200	82.7%	50,600	4,554,000	109,300	2.5%
Motel	25,600	84.3	21,600	1,944,000	35,300	1.8
Commercial Cottage	23,800	8.1	1,900	171,000	5,100	3.0
<b>Total</b>	<b>110,600</b>	<b>67.0%</b>	<b>74,1000</b>	<b>6,669,000</b>	<b>149,700</b>	<b>2.2%</b>

Sources: (\*) "Tourist Accommodation in Ontario, 1971", Tourism and Recreation Studies Branch,  
Ministry of Industry and Tourism, Short Report #108.

(\*\*) Estimated by Tourism and Recreation Studies Branch.





Proportion of Occupied Commercial Accommodation Units Used by Skiers in Ontario  
During 1971/72 Ski Season

Type of Commercial Accommodation Used by Skiers	Total Unit-Nights for Ski Season	Occupancy Rate During Winter (*)	Occupied Unit-Nights	Unit-Nights Used by Skiers	Percent of Occupied Unit-Nights Used by Skiers
	(1)	(2)	(1) x (2) = (3)	(4)	(4) ÷ (3) x 100 = (5)
Hotel, resort	4,554,000	49%	2,232,000	109,300	4.9%
Motel	1,944,000	41	797,000	35,300	4.4
Commercial Cottage	171,000	38	65,000	5,100	7.8
Total	6,669,000	47%	3,094,000	149,700	4.8%

(\*) Source: Tourist Establishment Occupancy in Ontario, January and July 1972,  
Tourism and Recreation Studies Branch, Ministry of Industry and Tourism, 1973.



## 6. Skier Injuries

Skiers were asked to report any injury while skiing during the last five years. The results are presented below.

### Percent of Skiers Having a Ski Injury

Year	Percent of Skiers Reporting an Injury During the Year
1967	5.8%
1968	2.4
1969	3.5
1970	2.3
1971	3.2
Average	3.4%

On average, about 3.4 percent of skiers experienced some form of injury each year.

A more detailed analysis of skier injuries was given in the 1972/73 Annual Report of the Canadian Ski Patrol. The remainder of this section highlights some of the accident statistics gathered by this organization.

The age group, 5-14 years, displays a greater risk of a ski accident, than other age categories. Among occupation categories, students are the most susceptible to accidents.

The poorer the skier's ability, the more likely he is to have an accident. The Canadian Ski Patrol emphasizes the fact that with good ski lessons, the risk of accident can be reduced.



The type of ski binding used is another important factor influencing accidents. The "toe-only" release and "bear trap" bindings are more often involved in accidents than the "toe-heel" release bindings, which are relatively safer.

The most common types of ski injuries are fractures, sprains and cuts. Most occur in the lower leg, ankle and knee sections of the body. Head injuries are not uncommon.



## CHAPTER FOUR

Expenditure on Skiing

In this chapter the expenditure on skiing and activities closely related to skiing, such as transportation, overnight accommodation, apres-ski, etc., is examined. The outlay for equipment, clothing and club membership is then analyzed. The significance of this expenditure is then discussed.

1. Skier Visit Expenditures

Each skier visit can involve expenditure for travel to, and goods and services purchased at the resort. In the table on page 36 the average amount spent on each item per visit is indicated. These averages are then projected over the 1,870,000 skier visits by those 15 years of age and over to determine the total expenditures for the entire season.

Daily ski tickets were the most common form of expenditure, being reported for approximately 75 percent of all skier visits. On the remaining 25 percent of the visits a seasonal membership was involved. The second most common expenditure item was meals and snacks at the ski resort, 64.8 percent. Outlay for car travel ranked third, occurring on 50.0 percent of all visits.

Overall, \$24,736,000 was spent for daily skiing expenditures of all types. On 1,726,000, or 92.3 percent of the skier visits, some expenditure was made with an average of \$14.30 per visit recorded. Considering all skier visits, irrespective of whether an expenditure occurred or not, an average of \$13.20 was spent.





Skier Visit Expenditure by Items 1971/72 - Skiers 15 Years of Age and Over

Items	Average Amount Spent per Skier Visit (*)	Percent of Skier Visits on Which Expenditure Occurred	Number of Skier Visits (**)	Total Expenditures	Percent
	(1)	(2)	1,870,000x(2)=(3)	(1)x(3)=(4)	(5)
Ski ticket	\$ 4.50	75.0%	1,402,500	\$ 6,311,000	25.5%
Meals, snacks	2.30	64.8	1,211,800	2,787,000	11.3
Rental, repairs	6.60	6.4	119,700	790,000	3.2
Ski instruction	6.50	4.5	84,200	547,000	2.2
Apres-ski	7.20	14.9	278,600	2,006,000	8.1
Car travel	8.60	50.0	935,000	8,041,000	32.5
Commercial transportation	5.00	1.8	33,700	168,000	0.7
Commercial accommodation	12.10	8.0	149,700	1,811,000	7.3
Other expenses	7.90	15.4	288,000	2,275,000	9.2
Sub-total	\$ 14.30	92.3%	1,726,000	\$ 24,736,000	100.0%
Total	\$ 13.20	100.0%	1,870,000	\$ 24,736,000	100.0%

(\*) Average expenditure for a visit to ski resort when some expenditure for a given item was reported.

(\*\*) Estimated number of visits when some expenditure for a given item occurred. There was a total of 1,870,000 skier visits in Ontario by skiers 15 years of age and over during the 1971/72 season.



In terms of volume expenditure, car travel accounted for the highest proportion of the total outlay, amounting to \$8,041,000, or 32.5 percent of the total. An average of \$8.60 per visit was spent on this item, as calculated on an estimated cost of 14 cents per mile, round trip. The oil, gas and auto repair section of the economy is a major beneficiary of the economic impact of skiing at Ontario resorts.

Expenditure on ski tickets, totalling \$6,311,000, or 25.5 percent, ranked second. Meals and snacks were the third highest item amounting to \$2,787,000, or 11.3 percent.

Skiers under 15 years of age visiting resorts also had expenditures for four items, including ski tickets, meals and snacks, instruction, and commercial transportation. An estimate of these expenditures was calculated.

As estimated previously, there were 1,250,000 skier visits to Ontario resorts by persons under 15 years of age during the 1971/72 season. It was assumed that for skiers under 15 years of age expenditures on each of the four items occurred on the same percentage of skier visits as for skiers in the older age category.

The average amount spent on ski instruction and commercial transportation was assumed to be the same as that for skiers 15 years of age and over, implying an average outlay per visit of \$6.50 for the former, and \$5.00 for the latter. The average amount spent per visit on ski tickets was estimated to be \$2.00, and that on meals and snacks about \$1.00. The results of these assumptions are shown in the following table.



Skier Visit Expenditure by Items 1971/72 - Skiers Under 15 Years of Age

Items	Average Amount Spent Per Skier Visit (*)	Number of Skier Visits (**)	Total Expenditures	Percent
	(1)	(2)	(1) x (2) = (3)	(4)
Ski ticket	\$ 2.00	937,500	\$ 1,875,000	59.3%
Meals, snacks	1.00	810,000	810,000	25.6
Ski instruction	6.50	56,300	366,000	11.6
Commercial transportation	5.00	22,500	113,000	3.6
Sub-total	\$ 2.70	1,153,750	\$ 3,164,000	100.0%
Total	\$ 2.50	1,250,000	\$ 3,164,000	

(\*) Average expenditure for visit to ski resort when some expenditure for a given item was reported.

(\*\*) Estimated number of visits when some expenditure for a given item occurred. There was a total of 1,250,000 skier visits in Ontario by skiers under 15 years of age during the winter season 1971/72.



A total of \$3,164,000 was spent by skiers under 15 years of age on skier visits during the 1971/72 season. This was 12.8 percent of that spent by the older age group. An average expenditure of \$2.70 per visit was made by those reporting some expenditure, and \$2.50 per visit by all skiers under 15 years.

The total amount spent by skiers of all ages on visits to Ontario resorts was \$27,017,000. An average outlay of \$9.40 per visit was made by skiers making some expenditure, and \$8.70 per visit by all skiers.

## 2. Equipment, Clothing and Membership Expenditures

Skiers at Ontario resorts made expenditures on ski equipment and clothing, and club memberships during the ski season. In the following tables the outlay for each is indicated only for Ontario residents visiting the resorts. It was assumed that those from outside the province skiing at the resorts made their similar expenditures outside Ontario. It was also assumed that Ontario resident skiers made all their fixed expenditures within the province. Thus the estimates exclude any purchases for these items made by non-residents in Ontario, but include purchases made by Ontario residents outside the province.

An average of \$134.50 per skier was spent on equipment by those who reported an expenditure of this type. Similarly, an average of \$39.40 per skier was spent on clothing. About 52.5 percent of the 104,200 Ontario resident skiers over 15 years of age reported an expenditure on ski equipment, and 55.6 percent on ski clothing.





Expenditures on Ski Equipment and Clothing by Ontario Resident Skiers, 15 Years of Age and Over, During 1971/72 Season

Item	Average Amount Spent	Percent Reporting Expenditure	Number Reporting Expenditure	Total Expenditure	Percent
	(1)	(2)	(2)×104,200=(3)	(1)×(3)=(4)	(5)
Ski equipment	\$ 134.50	52.5%	54,700	\$ 7,357,000	76.3%
Ski clothing	39.40	55.6	57,900	2,281,000	23.7
Total	\$ 92.50	-	104,200	9,638,000	100.0%

Some \$9,638,000 was spent on ski equipment and clothing in Ontario by those 15 years and over. The average amount was \$92.50. Approximately \$7,357,000, or 76.3 percent, was spent on equipment and \$2,281,000, or 23.7 percent, on clothing.

It is possible to determine the total expenditure on ski equipment and clothing, and club membership, in Ontario during the season by a projection of the family expenditure on these items reported in the survey. It was previously estimated that 78.2 percent of all skiers were Ontario residents. Therefore, there were 173,700 resident skiers visiting Ontario resorts. With a reported average of 2.6 skiers per family, there were 66,800 families involved.

To derive the following table, the data were applied to expenditure information for ski equipment and clothing by Ontario families. It is estimated that 68.3 percent of all skier families, or 45,600, made an outlay on equipment, and 69.7 percent, or 46,600, on clothing. A total of



\$9,667,000, therefore, was spent on equipment, and \$3,346,000 on clothing. Combined, expenditures for these items totalled \$13,013,000.

Of the \$9,667,000 spent on ski equipment, \$7,357,000, or 76.1 per cent, was by or for those skiers 15 years of age and over, and \$2,310,000, or 23.9 percent, for those under 15 years. Of the \$3,346,000 expenditure on clothing, about \$2,281,000, or 68.2 percent, was made by or for skiers 15 years of age and over, and \$1,065,000, or 31.8 percent, for those under 15 years of age. An average of about \$48.60 was spent by or for all skiers under 15 years of age.

Equipment, Clothing and Membership Expenditure  
by Ontario Skier Families During 1971/72 Season

Item	Average Amount Spent	Percent Reporting Expenditure	Number Reporting Expenditure	Total Expenditure	Percent
	(1)	(2)	(2) x 66,800 = (3)	(1) x (3) = (4)	(5)
Ski equipment	\$ 212.00	68.3%	45,600	\$ 9,667,000	64.2%
Ski clothing	71.80	69.7	46,600	3,346,000	22.2
Club membership	123.30	24.8	16,600	2,047,000	13.6
Sub-total	\$ 257.40	87.6%	58,500	\$15,060,000	100.0%
Total	\$ 225.40	100.0%	66,800	\$15,060,000	100.0%



Family memberships at ski clubs accounted for a large amount of total seasonal ski expenditures as shown in the table. About 16,600 Ontario skier families, or 24.8 percent, indicated that they had purchased a family membership at a ski club. A total of \$2,047,000 was spent on this item or an average of \$123.30 per family indicating such a purchase.

A total of \$15,060,000 was spent in the province on equipment, clothing and memberships during the 1971/72 season. About 87.6 percent of all Ontario skier families, or 58,500, spent some money on at least one of these items, for an average of \$257.40. All 66,800 Ontario skier families averaged \$225.40.

### 3. Average Expenditure Per Season

By combining the data in the previous two sections, the overall average expenditure on skiing per Ontario resident skier, for the 1971/72 season, can be determined. It should be noted that the average expenditures used in the following calculations relate to the averages for all skiers, whether they incurred such expenditures or not.

Each skier 15 years of age and over spent an average of \$13.20 on each of 17.4 visits to ski resorts during the season. Thus a total of approximately \$229.70 was spent by each skier on visits to resorts.

In addition, each skier incurred an average expense of \$92.50 on equipment and clothing.

The average club membership expenditure per skier, regardless of age, was \$11.80, as the 173,700 Ontario resident skiers generated a total expenditure of \$2,047,000 on this item.



Average Expenditure Per Season For Ontario Resident Skiers,  
15 Years of Age and Over, 1971/72

Item	Average Expenditure (*)	Percent
Skier visits	\$ 229.70	68.8%
Equipment, clothing	92.50	27.7
Club membership	11.80	3.5
Total	\$ 334.00	100.0%

(\*) Average expenditure whether an expenditure on the item occurred or not.

Ontario resident skiers 15 years of age and over spent an average of \$334.00 on skiing during the 1971/72 season. Most of this expenditure, 68.8 percent, was incurred through visits to the resorts.

Similar calculations can be made for skiers under 15 years of age. These skiers spent an average of \$2.50 on each visit, and made an estimated 17.4 visits to ski resorts, since it was assumed that they ski as frequently as skiers in the older age category. Therefore, each participant under 15 years spent a total of \$43.50 on skier visits during the season. Approximately \$48.60 was spent for each of these skiers on equipment and clothing, and, as determined before, each participant, regardless of age, spent \$11.80 on club membership.

Each Ontario resident skier under 15 years of age incurred an expense of \$103.90 for the 1971/72 season. Most of this expenditure was on equipment and clothing, 46.8 percent, closely followed skier visit expenditure, 41.9 percent.





Average Expenditure Per Season For Ontario Resident Skiers,  
Under 15 Years of Age, 1971/72

Item	Average Expenditure (*)	Percent
Skier visits	\$ 43.50	41.9%
Equipment, clothing	48.60	46.8
Club membership	11.80	11.3
Total	\$ 103.90	100.0%

(\*) Average expenditure whether an expenditure on the item occurred or not.

4. Measures of Significance of Expenditure on Skiing

A total of \$42,077,000 was spent in Ontario on skiing during the 1971/72 season. This amount was determined as follows:

Skier Visit Expenditure (All Ages)	\$ 27,017,000
Equipment, Clothing & Club Membership (All Ages)	\$ 15,060,000
Total Expenditure	\$ 42,077,000

This expenditure contributes considerably to the income of the province. Much of this money is being spent in rural areas where it is most needed to stimulate employment and income, especially during the winter, when economic activity is often light. A significant contribution is made to the development of a year-round tourist season in some rural areas.



The amount of employment generated by skiing related expenditures can be determined specifically for several industries.

It is estimated that a consumer expenditure of \$55,000 on automobile operation provides one man-year of employment in a service station in Ontario.<sup>(\*)</sup> Thus the \$8,041,000 spent on car travel by skiers creates about 150 man-years of labour in this sector of the provincial economy.

About \$12,000 must be spent to create one year-round job in eating and drinking establishments. The total of \$3,597,000 spent on meals and snacks at ski resorts thus created about 300 jobs.

In the accommodation industry, about \$10,500 in consumer expenditure is required to create one man-year of employment. Since skiers spent about \$1,811,000 on commercial accommodation on overnight ski trips, about 170 man-years of employment were created in this industry.

An estimated 4,960 job demands were generated directly at the 154 ski resorts in Ontario.<sup>(\*\*)</sup> This number includes all full and part-time employees working on lifts, hill grooming, food and accommodation services, instructors and paid management. It excludes concession employees, sub-contracted personnel, free-lance instructors and ski patrols. Managing owners of ski resorts are also excluded.

An estimated \$7,440,000 was paid to the employees of the resorts, for an average of \$1,500 per employee. This low figure indicates that most of the employees worked on a casual or part-time basis.

---

(\*) Source: The estimates of consumer expenditure required to create one man-year of employment are based upon preliminary research currently under way in the Tourism and Recreation Studies Branch, Ministry of Industry and Tourism.

(\*\*) Source: Ontario Ski Resort Association, letter.



Skiing also brings tourists to Ontario. As seen in the following table, Canadian residents from outside Ontario, and residents from the United States, spent approximately \$2,929,000 directly on skiing in Ontario.

Tourist Expenditure on Skiing in Ontario, 1971/72

Origin	Age Category	Number of Skier Visits (*)	Average Expenditures per Skier Visit (**)	Total Expenditures
		(1)	(2)	(1) x (2) = (3)
Canada outside Ontario	Under 15	85,700	\$ 21.20	\$ 1,817,000
	Over 15	57,100	2.50	143,000
	(Canada sub-total)	(142,800)	(\$ 13.70)	(\$ 1,960,000)
United States	Under 15	64,300	13.40	862,000
	Over 15	42,900	2.50	107,000
	(U.S. sub-total)	(206,200)	(\$ 9.10)	(\$ 969,000)
Total	-	250,000	\$ 11.70	\$ 2,929,000

(\*) Estimated from figures in Chapter Two of this report.

(\*\*) See Appendix I, Table 14, for skiers over 15 years of age. The average for skiers under 15 years is assumed to be the same, regardless of origin.



An estimated \$804,700,000 was spent in Ontario in 1971 by all visitors from other Canadian provinces and the United States.<sup>(\*)</sup> The \$2,929,000 spent directly on skiing by visitors to Ontario resorts represented about 0.4 percent of the total visitor expenditure in Ontario. This non-resident ski expenditure was 10.8 percent of the total skier visit expenditure in the province.

Although almost all of the ski equipment bought in Ontario is imported, a relatively small proportion of that expenditure goes to the exporting country. Of the approximately \$9,667,000 spent on ski equipment in Ontario, it is estimated that only about \$3,429,000,<sup>(\*\*)</sup> or about 35.4 percent, actually represents payments to a foreign country. The remainder stays in Canada or Ontario in the form of taxes, and wholesale or retail markup.

Skiing also generates income and employment through the construction and development of resorts. Moreover, without adequate facility development in Ontario, the province would lose a significant amount of money through Ontario resident skiers doing more skiing outside the province. There would also be a drop in overall tourist expenditure generated.

##### 5. Expenditure and Level of Skiing Ability

When expenditures are analyzed by level of ability several interesting relationships emerge as can be seen from an examination of the following table.

---

(\*) Source: Tourism Statistical Handbook 1972, Tourism and Recreation Studies Branch, Ministry of Industry and Tourism,

(\*\*) Source: Statistics Canada.





Skier Expenditure by Level of Ability

Skier Level of Ability	Average Daily Expenditure Per Visit	Average Individual Expenditure on Ski Equipment in Ontario	Average Individual Expenditure on Ski Clothing in Ontario	Average Expenditure on Family Membership in Ontario
Beginner	\$ 15.50	\$ 103.60	\$ 39.00	\$ 83.30
Intermediate	14.50	122.80	35.10	120.30
Advanced	13.00	191.70	50.60	150.10
Overall Average	\$ 14.30	\$ 134.50	\$ 39.40	\$ 123.30



Beginner skiers had the highest average expenditure per visit, namely \$15.50. Intermediate skiers spent \$14.50 and advanced skiers \$13.00 on each visit. The reason for this difference is that beginner skiers spend the most money on items such as ski rentals and instruction in order to acquaint themselves with the sport. Advanced skiers are more likely to own their own skis and feel less need for instruction.

In the case of the other expenditure items the pattern is basically reversed with the average advanced skier spending more than the intermediate and beginner. Once a skier becomes reasonably proficient at the sport, and enjoys participation, he is generally willing to make a larger investment in these items.

On average, advanced skiers spent almost twice as much as beginner skiers on equipment, with intermediate skiers falling in between. Although the average intermediate skier spent less on clothing than the beginner, the advanced participant spent the most. With an advanced skier in the family, more money will likely be spent on family memberships than is the case with intermediate and beginner skier families.



## CHAPTER FIVE

Socio-Economic Characteristics of Skiers1. Occupation

The following table gives a volume and percentage breakdown of skiers by occupation, for those 15 years of age and older. The most common occupation category was professional, 34.4 percent, followed by student, 27.5 percent. Unskilled labourers and farmers appear the least frequently as occupations.

Occupation of Skiers 15 Years of Age and Over

Occupation	Percent of Skiers	Number of Skiers	Percent of Skier Visits
Professional	34.4%	45,800	33.0%
Manager/owner	10.2	13,600	11.6
Sales	6.2	8,300	6.1
Clerical worker	6.1	8,100	5.9
Skilled labour	5.0	6,700	5.8
Unskilled labour	1.4	1,900	1.0
Farmer	1.4	1,900	0.4
Retired, householder	2.9	3,900	4.2
Student	27.5	36,600	25.8
Other	4.9	6,400	6.2
Total	100.0%	133,200	100.0%

In the table the percentage of skier visits accounted for by each occupation classification is given. The values closely approximate those for the number of skiers previously noted, indicating no significant variation in the intensity of participation by occupation category.



On average, the manager/owner occupation category had the highest average family seasonal expenditure on ski equipment, clothing, and club membership, \$438.10. Skilled labourers had the second highest with \$315.20. (See Appendix I, Table 19.) Although professionals and students accounted for most of the skiers and skier visits, these two occupation groupings had very low average family seasonal expenditures.

Farmers had the highest average expenditure per skier visit, \$20.50; followed by professionals, \$16.60. (See Appendix I, Table 20.)

## 2. Annual Family Income

The results of the inquiry related to the family income of skiers are summarized in the accompanying table. The overall strong positive correlation with income scale is particularly noticeable. The implications for marketing are clear.

Annual Family Income of Skiers

Income Group	Percent of Skiers (*)	Percent of Ontario Families 1971 (**)
Under \$6,000	9.2%	20.3%
\$6,000 - \$7,999	8.5	11.3
\$8,000 - \$11,999	22.0	30.7
\$12,000 - \$14,999	20.3	16.9
\$15,000 and over	40.0	20.8
Total	100.0%	100.0%
Median Income	\$13,500	\$10,400

(\*) The percentages are based on all skiers, regardless of origin. This breakdown is representative of Ontario resident skiers.

(\*\*) The Financial Post Survey of Markets 1972.





The median annual family income for Ontario in 1971 was about \$10,400 while that for skiers interviewed at the resorts was \$13,500. About 40.0 percent of the skiers reported family incomes of \$15,000 and over while the comparative value for this income classification among Ontario families in 1971 was only 20.8 percent. At the opposite end of the scale those indicating a family income of under \$6,000 represented only 9.2 percent of the skiers even though this group represented 20.3 percent of the provincial families.

The foregoing pattern for skiing activity at Ontario resorts displays a marked luxury and discretionary income connotation. This tends to militate against mass participation and suggests that the industry could be vulnerable to marked shifts in income scale and the price structure of basic family needs.

A positive correlation exists between the annual family income of skiers and the total family expenditure on equipment, clothing and club membership. The higher the average family income, the greater the average family expenditure on these three items. (See Appendix I, Table 22.) Families with incomes over \$15,000 spent an average of \$308.30 on these items while those with annual incomes under \$6,000 spent only \$142.30. Skiers with an annual family income over \$15,000 also spent the most money per skier visit, namely \$15.40. (See Appendix I, Table 23.)



### 3. Education Level

The education level of skiers in Ontario 15 years of age and over is given in the table below. The highest percentage of respondents (26.4%) was university graduates followed by those with a partial university education. Almost 62 percent of skiers in this age group had at least some university education.

Education Level of Skiers in Ontario 15 Years of Age and Over

Education Level	Number of Skiers	Percent of Skiers	Percent of Skier Visits
Public school	2,800	2.1%	2.0%
Part high school	24,000	18.0	21.0
Completed high school	24,500	18.4	20.9
Part university	30,600	23.0	21.7
Graduated university	35,200	26.4	24.8
Post university	16,100	12.1	9.6
Total	133,200	100.0%	100.0%

### 4. Sex, Age and Marital Status

Most of the skiers who responded to the questionnaire were male, 72.9 percent, while 27.2 percent were female. (See Appendix I, Table 26.) This high proportion of male skiers may be due to some interviewer bias; however, similar results were found in other studies. (\*) (\*\*)

(\*) Source: Colorado Ski and Winter Recreation Statistics, 1972.  
Business Research Division, Graduate School of Business  
Administration, University of Colorado.

(\*\*) Source: Skiing Trends and Opportunities in the Western States,  
United States Forest Service, Research Paper, United  
States Department of Agriculture, 1967.



Among skiers 15 years of age and over, the proportion of female skiers decreases as age increases. Females made up 35.6 percent of all skiers between the ages of 15 and 17, and 31.7 percent of those between the ages of 18 and 25. Among older skiers, however, females made up only 19.8 percent of those aged 41 to 50, and only 6.7 percent of those over 51 years. This pattern of declining female participation with age was also found in a study on skiing in the Western United States. (\*)

The following table gives the percentage breakdown of skiers, and the incidence of skiing of Ontario residents, by age group. The average age of all skiers was 22.1 years while that for the group 15 years and over was 29.7 years.

Age Distribution of Skiers

Age Group	Percent of Skiers	Number of Ontario Resident Skiers	Total Number of Ontario Residents (**)	Incidence of Skiers (per 10,000 population)
	(1)	(1)×173,700=(2)	(3)	(2)÷(3)×10,000=(4)
Under 15 years	40.0%	69,500	2,208,500	315
15 - 17 years	5.2	9,000	441,300	204
18 - 25 years	20.1	34,900	1,063,000	328
26 - 30 years	11.8	20,500	550,100	373
31 - 40 years	12.3	21,400	942,700	227
41 - 50 years	9.6	16,700	935,500	179
51 years and over	1.0	1,700	1,562,100	11
Total	100.0%	173,700	7,703,200	225

(\*\*) Source: Statistics Canada, 1971.

(\*) Source: Skiing Trends and Opportunities in the Western States, United States Forest Service, Research Paper, United States Department of Agriculture, 1967.



There was an average of 225 skiers visiting Ontario resorts per 10,000 of the provincial population. The age group with the highest incidence was 26 to 30 years with 373 skiers per 10,000 people. The age category 18 to 25 years ranked second with 328 skiers per 10,000, followed by the under 15 years group with 315.

In the following table, various skiing activity characteristics are given by age groups. The most active skiers, in terms of number of visits to resorts and hours skied during the day, were in the youngest and oldest age groups. This is probably due to the fact that they have relatively more leisure time to devote to skiing. Skiers in the category 26 to 30 years ski the least in terms of both visits and hours. Probably they have relatively more activities and responsibilities, and consequently, less time for skiing.

Ski Activity Characteristics for Age Groups of Skiers  
Over 15 Years of Age

Age Group	Average Number of Visits Per Skier	Average Number of Hours Skied Per Day of Visit
15 - 17 years	22.0 visits	4.9 hours
18 - 25 years	15.1	4.7
26 - 30 years	13.6	3.9
31 - 40 years	15.9	4.6
41 - 50 years	20.3	3.9
51 years and over	23.9	4.5
Average	16.5 visits	4.3 hours





Skiers in the 31 to 40 age group had the highest average daily expenditure, namely \$16.70 per visit. (See Appendix I, Table 27.) Those between the ages of 15 and 17 years spent the least per visit, \$7.40. The age class 18 to 25 years was second lowest, spending \$12.80.

Of the skiers over 15 years of age, 54.4 percent were married and 45.6 percent were single. (See Appendix I, Table 28.) Among male skiers over 15 years, about 40.8 percent were single, while among female skiers in this age category, 58.2 percent were single. This pattern indicates that female participation in skiing decreases sharply after marriage.

#### 5. Family Size

It was determined that there was an average of 4.1 members in each skier family of which 2.6 were reported to be skiers. In the following calculations it was assumed that all reported skiers in the family visited an Ontario resort during the 1971/72 season.

The 222,000 skiers visiting Ontario resorts were estimated to represent about 85,400 skier families. Similarly, the 173,700 Ontario resident skiers represented about 66,800 Ontario skier families. The results are presented in the following table.

As expected, the average family expenditure for equipment, clothing and club membership increased with the number of skiers in each family (See Appendix I, Table 31). With one skier in the family, the average expenditure was about \$128.80. With 9 or more skiers, the average increased to \$688.40.



Size of Skier Families

Number of Skiers in Family	Percent of Skier Families	Number of Skier Families
(1)	(2)	(2) x 85,400 = (3)
1	28.3%	24,100
2	32.4	27,600
3	13.5	11,500
4	15.3	13,100
5	6.5	5,500
6	3.2	2,700
7	0.8	600
8 and over	0.5	300
Average	2.6 skiers per family	
Average	4.1 members per family	



## CHAPTER SIX

Volume Visitation and Expenditure as a Function  
of the Vertical Drop of Ski Resort Slopes

Several studies have shown the importance of the nature of ski slopes in attracting skiers. A "Skiing Attractivity Factors Analysis Study" by J.B. Ellis showed that users rated snow conditions, low crowding and vertical drop as being most important.<sup>(\*)</sup> An earlier study by John Lewis illustrated the importance of a variety of slopes in attracting skiers, and that Ontario skiers were willing to travel further to obtain this advantage.<sup>(\*\*)</sup> Indeed, many respondents to Lewis' questionnaire indicated that better slopes and longer hills elsewhere were primary reasons for not considering week-long ski vacations in Ontario. Ontario is clearly a "hill ski" region dependent on localized markets and not a "mountain-destination" area.<sup>(\*\*\*)</sup>

It is not unexpected that this present study would demonstrate a strong positive relationship between one aspect of the nature of slopes, namely vertical drop, and skier visit expenditures generated. It would appear that Ontario skiers are willing to travel further and spend more money to experience larger slopes.

---

(\*) J.B. Ellis and J.G. Kerr, Skiing Attractivity Factors Analysis Study, Ontario Tourism and Outdoor Recreation Planning Study Committee, 1971.

(\*\*) John E. Lewis, An Analysis of the Spatial Distribution and Location of Ski Resorts in Southern Ontario, unpublished M.A. thesis, Waterloo Lutheran University, 1967.

(\*\*\*) D. Jackman, The Skier: A Market on the Move, Canadian Government Travel Bureau, 1972, p.9.



Skiers making at least one type of expenditure spent an average of \$14.30 on each visit to an Ontario resort. This average ranged from \$7.50 at resorts with a vertical drop less than 250 feet to \$17.60 at resorts with a vertical drop over 500 feet. This pattern is due to increased expenditure per visit on several items at resorts with the larger vertical drops, as illustrated in the following table. It is assumed throughout this chapter, that average expenditures are only for those making an expenditure on a given item.

Average Skier Visit Expenditure as a Function(\*)  
of the Vertical Drop of Ski Resort Slopes

Item	<u>Vertical Drop of Ski Resort Slope</u>			Average
	Less than 250'	250' - 499'	500'+	
Ski ticket	\$ 3.10	\$ 4.60	\$ 5.40	\$ 4.50
Meals, snacks	1.60	2.20	2.70	2.30
Rentals, repairs	4.70	6.10	7.80	6.60
Instruction	7.10	7.20	5.40	6.50
Apres-ski	3.80	6.10	8.50	7.20
Car travel	4.90	7.10	11.90	8.60
Commercial transportation	1.00	2.50	5.80	5.00
Commercial accommodation	13.30	19.20	8.90	12.10
Other	4.00	6.70	10.20	7.90
Average	\$ 7.50	\$ 14.30	\$ 17.60	\$ 14.30
Number of resorts	70	36	16	122
Number of resorts with unknown vertical drops				32
Total number of resorts				154

(\*) Averages are only for those making an expenditure on the given item.





Expenditure per visit on car travel ranged from \$4.90 to \$11.90 at resorts with less than 250 feet and more than 500 feet vertical drop, respectively. Translated in terms of miles travelled, at 14 cents per mile, skiers travelled an average of 35 miles return to resorts with less than 250 feet vertical drop, 51 miles return to resorts with a vertical drop between 250 and 500 feet, and 85 miles return to resorts with a vertical drop over 500 feet.

This same pattern is evident for commercial transportation. Expenditure on this item was \$1.00 per visit at resorts with less than 250 feet, \$2.50 at resorts between 250 and 500 feet, and \$5.80 at resorts with over 500 feet vertical drop.

Apres-ski expenditure also shows a positive relationship between expenditure per visit and vertical drop. Per visit apres-ski expenditure ranged from \$3.80 at resorts with less than 250 feet vertical drop to \$8.50 at resorts of more than 500 feet.

Expenditure per visit on ski lift tickets, meals and snacks and equipment rental and repair also show the influence of larger slopes in generating increased expenditure, but to a lesser extent.

As seen in the table, expenditure per visit on instruction and accommodation do not follow the same pattern as that for other items. Per visit expenditure on instruction was highest at resorts with vertical drops of less than 500 feet. This phenomenon is probably



due to the fact that beginner skiers, who constitute the bulk of the instruction market, take most of their instruction at smaller facilities closer to their residence.

Per visit expenditure on accommodation was highest at resorts with less than 500 feet vertical drop. The relatively low per visit expenditure for resorts of more than 500 feet vertical drop may be attributed to the fact that no resorts with on-site accommodation were included in the sample of resorts with a vertical drop of more than 500 feet.

In conclusion, the data on per visit expenditures demonstrate a strong positive relationship between a number of items of skier visit expenditure and the vertical drop of the slopes at Ontario ski resorts. This relationship is most striking for expenditure on car travel and commercial transportation, again reflecting the willingness of skiers to travel further and spend more money to experience larger slopes.



## CHAPTER SEVEN

Skier Comments1. Summary of General Comments

The respondents were asked for their opinions on skiing in Ontario. These comments are summarized in the table below.

Comments of Skiers at Ontario Resorts

Comment	Percent of Skiers
Like skiing in Ontario	27.0%
Skiing is better in Ontario than outside	1.4
Skiing is better outside Ontario	1.3
Like cross-country skiing	0.5
Ski areas are crowded	10.5
Need more ski areas in Ontario	8.4
Need better facilities in Ontario	0.3
School ski program	0.2
Government financial support to skiing	1.3
Expensive	8.0
Other	44.1

About 27.0 percent of skiers 15 years of age and over liked skiing in Ontario. About 10.5 percent thought that the ski areas were crowded and 8.4 percent, that there was a need for more facilities in the province. Skiing is regarded as a very expensive sport by about 8.0 percent of the participants, but only 1.3 percent felt the need for government financial support.



## 2. Highlights of Specific Skier Comments

On the following pages some of the representative specific comments that respondents made on skiing in Ontario are listed. These are grouped under the following categories:

Like skiing in Ontario  
 Skiing in Ontario compared to elsewhere  
 Cross-country skiing  
 Crowding in ski areas  
 Facilities in Ontario  
 School ski program  
 Financial support from government to skiing  
 Prices, rates  
 Other

### Like Skiing in Ontario (General)

- enjoyable, good skiing
- very satisfactory
- like Ontario skiing
- Great! good facilities, friendly atmosphere
- skiing is convenient and quite satisfactory
- like it, worth it to drive this far from Manitoba
- generally OK
- satisfied with most conditions
- nothing to complain about

### Skiing in Ontario Compared to Elsewhere

- a)
  - better skiing than in U.S.A.
  - because of other ski areas I have visited I prefer Ontario but more development is necessary to retain skiers in Ontario
  - Thunder Bay has good variety and longer season than U.S. resorts
  - better by far than Manitoba, I like the runs
  - pleasant place to ski, nicer people than in Quebec
- b)
  - too expensive and overcrowded, better hills in Quebec for the money, hills are too small in Ontario
  - I like the hills better elsewhere
  - would like to ski on bigger hills than what is currently available in Ontario
  - not comparable to Quebec or British Columbia
  - American ski resorts are generally better developed, they cater more specifically to skiers, offer better accommodation, and often have liquor available at the ski lodge





### Cross-Country Skiing

- need more cross-country skiing, I purchased three new outfits this year
- Algonquin Park should be open for cross-country skiing with primitive overnight accommodation, make use of old logging and railway routes
- would like to see more development in cross-country skiing
- growing interest in cross-country skiing, should develop trails for cross-country in the Kingston area

### Crowding in Ski Areas

- overcrowded in most areas
- in popular resorts the line-ups are too long
- it's too crowded on weekends
- it's too crowded because of all the visitors
- it's crowded in most places, have to stand in line for tows

### Facilities in Ontario

- more facilities are required to accommodate new skiers
- lack of accommodation at or near ski areas
- need for more facilities and updated equipment
- present facilities are adequate but I foresee a need for more in the near future
- immediate need for more facilities near urban centres
- not enough ski areas
- would like more T-bars
- good accommodation
- liquor laws are a drawback to Ontario tourism
- lounge facilities needed
- would like more resorts to operate nursery facilities
- higher speed tows are required
- good grooming, quite satisfied
- limited facilities for ski holidays
- more chalets are required
- generally speaking, facilities are good
- more conservation areas should go into skiing
- need more lifts to cut down on the line-up time
- good conditions, more facilities needed to attract more people
- in general resorts lack added attractions, especially apres-ski
- food services could be improved
- there is a need for more snowmaking equipment



### School Ski Program

- skiing has a growing popularity with children so it should be encouraged through school programs
- children should be encouraged to ski through school programs
- good, should be more skiing in schools
- more ski schools necessary for young children
- I would like to see more effort put into organizing ski programs for young skiers such as the Nancy Green program

### Financial Support from Government to Skiing

- financial assistance is required for improving facilities and advertising
- skiing is improving but tends to be pretty expensive for a family, government could spend some money
- Canadian national team needs more financial support
- skiing should be subsidized for children
- insufficient facilities, need more government support
- more support for the Canadian ski patrol system is needed
- I would like to see financial assistance for small community ski areas
- ski clubs should be subsidized
- the government should become more active in the development of family type resorts

### Prices, Rates

- skiing can be very expensive for an average family income
- it's too expensive to take the family on a ski weekend
- skiing is expensive in Ontario compared to Quebec, rates should be according to time spent skiing, e.g. 1/2 day, 1/4 day
- lift tickets are too expensive
- food cost is too high
- very expensive dormitory accommodation for children
- I would like to see more ski development to keep the prices competitive
- rates are reasonable
- very good for the money
- reasonable in cost

### Other

- slopes could be higher and longer
- more safety patrols needed
- too far to travel to get good skiing
- more organized ski racing needed
- should be greater utilization of available sites



- believe safety regulations are good in Ontario but think that all skiers should take instructions for controlled skiing
- this skier feels more individual ski establishment advertising is necessary to keep these establishments at a break-even point
- true vertical heights in many areas are exaggerated
- use of safety devices on lifts should be more enforced
- would like to ski at all areas on one membership
- public transportation (e.g. trains) to ski hills should be provided, there is frequent difficulty in reaching destinations because of road conditions, there is the need to again allow studded tires and tree wind breaks along highways
- more money could be spent to develop ski areas, we have many suitable areas but it appears lack of funds at a reasonable rate of interest inhibits development
- generally good, too many private resorts
- good and close proximity to cities, short tough skiing, have to depend on snowfall (never know when to plan for)
- hills are too steep and short
- more rental equipment is needed
- conditions are good most of the times, challenging runs
- not enough challenge in hills
- need more ski hills equipped for night skiing
- quite pleased with community recognition of the value of skiing as a recreational activity
- notice a lack of personal attention and friendliness towards tourists by ski resort operations in Ontario as compared to Michigan and Wisconsin resorts
- for the hills we have exceptionally good skiing
- more publicity needed for the sport in general and for competition
- ski reporting is fairly accurate
- friendly atmosphere
- ski patrol does good job
- wish season was longer
- respondent would like to hear more accurate ski reporting at specified times
- there are inadequate hills for accomplished skiers





## CHAPTER EIGHT

The Climatic Foundations of Skiing in Ontario (\*)1. Introduction

Obviously winter climatic conditions are a major determinant of the pattern of skier interest and participation revealed in this report, and the development of commercial and public ski resorts and facilities across the province. Snowcover in terms of depth, quality, seasonal length and reliability is of major consequence. While the production of artificial snow can exert a relaxing effect upon the deterministic force of snow fall, particularly in situations where market demand is sufficiently strong to support the cost, this aspect of climate remains of major consequence in any evaluation of the natural resource foundations for skiing in Ontario. The comfort factor, which is essentially a reflection of temperature and wind speed, and the weather factor that is determined by sunshine, cloud cover and visibility are also of importance.

The analysis that follows is essentially regional or broad-area based in character. Superior or inferior conditions can exist at specific locations where a somewhat unique set of terrain and micro-climatic influences are present. It is equally important to note that average conditions prevailing over a lengthy time period form the basis of the analysis. While there can be substantial variation on a year-to-year basis, the average condition is of major consequence in the long run.

---

(\*) The discussion is based upon a preliminary release of the results of an analysis of winter climatic patterns that will form an integral component of a more broadly-based study by the Meteorological Applications Branch, Atmospheric Environment Service, entitled "The Tourist and Outdoor Recreation Climate of Ontario - R.B. Crowe, J.A. McKay and W.M. Baker". While the general patterns revealed from the pre-released data likely will not be altered, some modifications of a minor nature are possible.





## 2. Measures of Seasonal Length

On the accompanying maps in Appendix VI, various measures of seasonal length and reliability, defined on the basis of days in which a snowcover suitable for skiing is present, are indicated. A suitable day is stipulated as one in which at least two inches of snowcover are present on the ground, no measurable liquid precipitation in the form of rain, drizzle, freezing rain or freezing drizzle occurs and the maximum temperature is less than 40<sup>0</sup> Fahrenheit. With data presented on the basis of the probability of the occurrence of a suitable day, at the 50 and 75 percentile levels, a measure of reliability is provided.

No attempt is made to present a complete analysis of patterns and implications emerging from the wealth of detail presented. Only some of the more salient aspects are noted.

Snowcover conditions range from highly unsatisfactory to marginally satisfactory over the southwestern portions of the province and the area immediately to the north of Lake Ontario. In the Kent, Essex and Lambton counties there are no days in which there is a 50 percent probability of a suitable snow situation. At the 75 percentile level, this situation prevails throughout almost all of the previously defined area.

The snowcover suitability pattern for the group of resorts clustering in the Collingwood/Dundalk area and stretching eastwards through Orillia into the Kawartha Lake country is of interest. In this area natural snow conditions are marginal and must be supplemented by artificial snowmaking if commercial resorts are to remain viable in the long run.



At the 50 percentile level of reliability for snowcover most of the resorts in the area should be able to commence operations by the third week of December and those in the Dundalk Highlands as early as December 10th. However, at the 75 percentile level none enjoy natural snowcover suitability before January 1st and some not until the second and third week of this month. In effect, there is a distinct possibility that resorts in this part of Ontario often will not be operational during the Christmas Holiday season. If such a situation persisted over several consecutive seasons the business viability of these enterprises could be seriously undermined. At the 50 percentile level of reliability suitable natural snowcover disappears by mid-March, and at the 75 percentile by mid-February. Hence, skiing over the March school vacation period and the Easter Holiday is usually impossible.

The Dundalk Highlands and the resorts in the general vicinity of Markdale and Shelbourne have approximately 100 days of snowcover suitable for skiing at the 50 percentile level of reliability, but only 64 days at the 75 percentile level. Along the shores of Georgian Bay and in the ski resort areas to the east, suitable snowcover prevails for 85 to 90 days at the 50 percentile level, and 40 to 50 days at the 75 percentile level. A moderately short suitable natural snowcover season is characteristic of much of this part of Ontario.

Seasonal length can be materially increased through artificial snowmaking. On the other hand, the foregoing pattern clearly indicates that on a considerable number of years it will be necessary for the resorts to make base snow if they are to capitalize upon Christmas Holiday season, a procedure which is quite costly and in some years probably impractical.



Over the entire reach of Northern Ontario, snow conditions are generally to highly satisfactory. Almost all areas are likely to have a suitable cover to capitalize upon the Christmas Holiday market in three out of four years, or more. At the 75 percentile level of reliability these conditions will persist into mid-March. At the 50 percentile level, resorts throughout the entire area have between 100 and 130 days of suitable snowcover and between 90 and 100 at the 75 percentile. Clearly, climate values of this order are highly favourable for commercial operations.

### 3. Climatic Ski Ratings and Classes<sup>(\*)</sup>

On the basis of natural snowcover conditions (duration and reliability of snowcover) throughout Ontario as discussed above, together with weather factors (sunshine and visibility) and comfort factors (temperature and wind speed) that also affect the skiing experience, ratings and classes have been prepared as indicated in the following table. The results are presented in graphic form on the map on the following page.

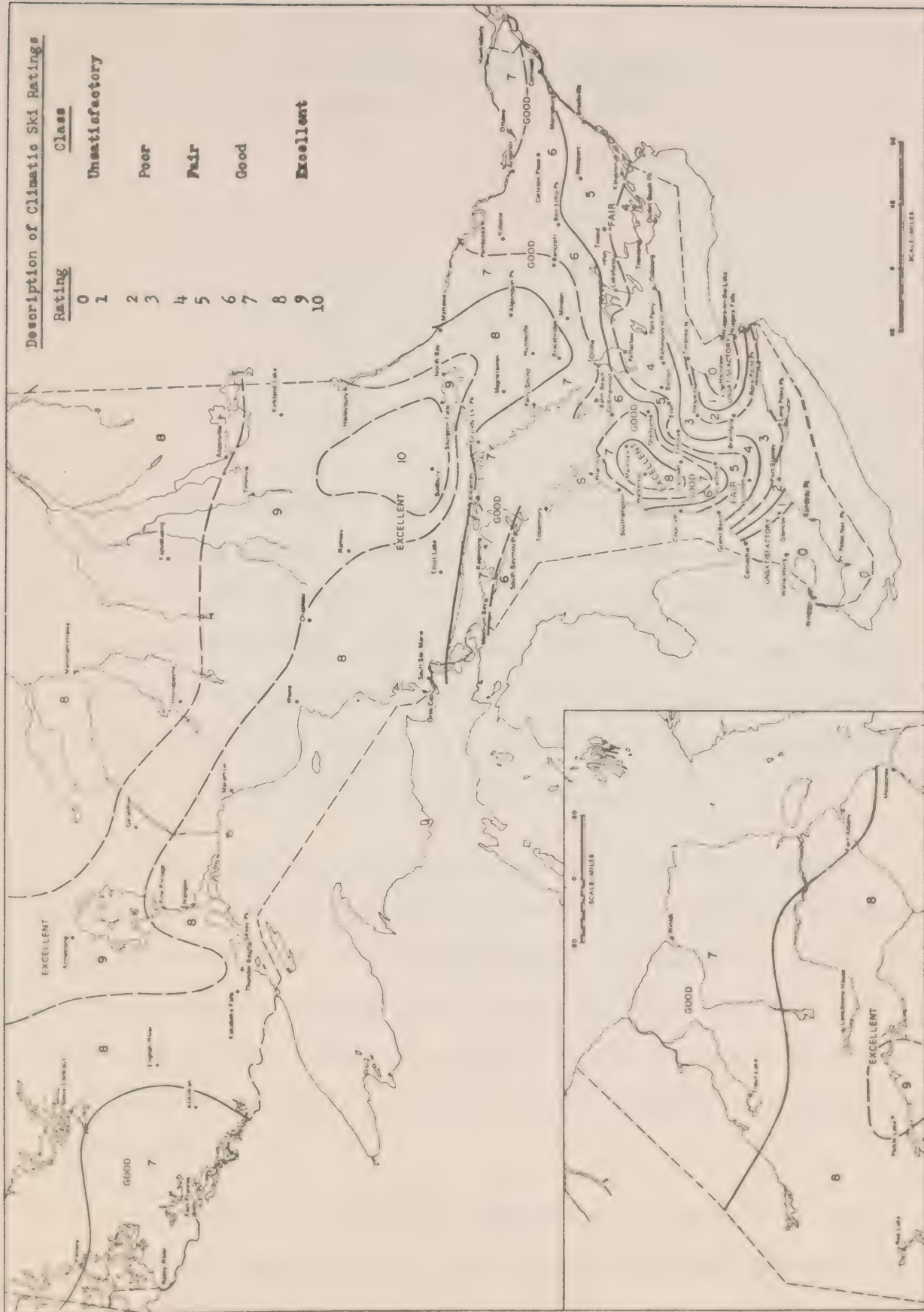
The ratings and quality classes have been established on the basis of conditions prevailing throughout Ontario. No comparison with situations at any area outside provincial boundaries is meaningful.

---

(\*) The derivation of ratings and classes involves complex computational procedures that will be explained in detail in the final climate report prepared by the Atmospheric and Environment Service.











Description of Climatic Ski Ratings

<u>Rating</u>	<u>Class</u>
0	Unsatisfactory
1	
2	
3	Poor
4	
5	Fair
6	
7	Good
8	
9	Excellent
10	

Quality ratings 8, 9 and 10, denoting excellent conditions, prevail over a large portion of Northern Ontario and extend southward into the Huntsville/Bracebridge area. Interestingly, the Dundalk Highlands in the Walkerton/Markdale area received a rating of 8, the lower range of the set of values required for inclusion in this class. The highest rating 10 for the entire province is associated with a triangular block of terrain to the north of Sudbury and Sturgeon Falls.

Good conditions as indicated by 6 and 7 ratings are present throughout a belt of land stretching eastward from the Bruce Peninsula to the Ottawa River. A large percentage of the commercial resorts of the province are situated in the westerly portion of this belt. As previously noted, however, the seasonal length, timing and reliability of suitable snow conditions present problems in the western portions of this area.

A belt of land reaching northward from the shoreline of Lake Ontario and thence westward in restricted width through Elmira and London to Grand Bend and Goderich on Lake Huron was accorded numerical



ratings of 4 and 5, denoting fair overall conditions. Generally, however this situation is sub-marginal from the standpoint of commercial resort development.

Across Southwestern Ontario, the Niagara Peninsula and eastward through the Hamilton/Toronto area, ratings range from 0 to 3 indicating poor to unsatisfactory overall skiing conditions, snowfall patterns being the major handicap. While publicly operated facilities catering to a large local urban market, such as Toronto or Hamilton, and justified largely on the basis of social considerations can be feasible within this area, commercial resort prospects are crippled.

Concerning the development of ski resorts, it should be repeated that the ratings and classes are established on the basis of climatic factors only. Ski terrain quality and market location factors are not part of the above rating system. The general skier market pattern is discussed in the origin and destination chapters of this report. The detailed skier market location and the mapping of suitable ski terrain were considered beyond the scope of this statistical report.



# A P P E N D I X I

## TABLES



UNWEIGHTED NUMBER OF RESPONDENTS BY MONTH

MONTH OF SURVEY	NUMBER OF RESPONDENTS	PERCENT
January	352	37.3%
February	298	31.6
March	294	31.1
TOTAL	944	100.0%





TABLE 2

UNWEIGHTED NUMBER OF RESPONDENTS BY TYPE OF DAY

TYPE OF DAY	NUMBER OF RESPONDENTS	PERCENT
Weekday	236	25.0%
Saturday	302	32.0
Sunday	406	43.0
TOTAL	944	100.0%



NUMBER OF YEARS RESPONDENTS HAVE SKIED

Weighting Variables - Weight as Function of Ski Resort  
- Weight as Inverse Number of Ski Days

NUMBER OF YEARS SKIED	FREQUENCY	PERCENT
1	184	13.5%
2	153	11.2
3	159	11.6
4	129	9.4
5	134	9.8
6-10	297	21.7
11-20	242	17.7
21 and over	71	5.2
TOTAL	1,369	100.0%



PERCENTAGE OF YEARS SKIED OVER YEARS ELAPSED  
SINCE RESPONDENT STARTED SKIING

---

Weighting Variables - Weight as Function of Ski Resort  
- Weight as Inverse Number of Ski Days

PERCENTAGE OF YEARS SKIED/ YEARS ELAPSED	NUMBER OF RESPONDENTS	PERCENT
0%-25%	34	2.5%
26%-50%	102	7.4
51%-75%	135	9.8
76%-100%	1,101	80.4
TOTAL	1,370	100.0%



TABLE 5

## NUMBER OF YEARS SKIED BY LEVEL OF SKIER ABILITY

Weighting Variables - Weight as Function of Ski Resort  
 - Weight as Inverse Number of Ski Days

NUMBER OF YEARS SKIED	LEVEL OF SKIER ABILITY			TOTAL
	BEGINNER	INTERMEDIATE	ADVANCED	
1	107.	77.	0.	184.
	58.25	41.75	.00	100.00
	36.82	9.82	.00	13.43
	7.82	5.61	.00	13.43
2	88.	63.	3.	153.
	57.24	41.04	1.72	100.00
	30.15	8.04	.89	11.19
	6.41	4.59	.19	11.19
3	21.	128.	10.	159.
	13.12	80.50	6.38	100.00
	7.18	16.40	3.43	11.63
	1.53	9.36	.74	11.63
4	41.	65.	23.	129.
	32.01	49.89	18.10	100.00
	14.22	8.24	7.89	9.44
	3.02	4.71	1.71	9.44
5	17.	96.	22.	134.
	12.44	71.53	16.04	100.00
	5.74	12.28	7.26	9.81
	1.22	7.01	1.57	9.81
6-10	15.	205.	77.	297.
	4.90	69.03	26.06	100.00
	4.99	26.15	26.04	21.63
	1.06	14.93	5.64	21.63
11-20	0.	134.	108.	242.
	.00	55.31	44.69	100.00
	.00	17.13	36.50	17.68
	.00	9.78	7.90	17.68
21 and over	3.	15.	53.	71.
	3.67	21.24	75.10	100.00
	.90	1.93	17.99	5.19
	.19	1.10	3.90	5.19
TOTAL	291.	783.	297.	1371.
	21.25	57.10	21.65	100.00
	100.00	100.00	100.00	100.00
	21.25	57.10	21.65	100.00

Each Cell Contains: Frequency, Row Percentage, Column Percentage and Overall Percentage





TABLE 6

TOTAL NUMBER OF VISITS PER SKIER 15 YEARS OF AGE AND OVER  
1971/72 SEASON

Weighting Variables - Weight as Function of Ski Resort  
- Weight as Inverse Number of Ski Days

NUMBER OF SKIER VISITS	NUMBER OF RESPONDENTS	PERCENT
1-5	320	20.0%
6-10	315	19.7
11-20	513	32.1
21-30	224	14.0
31 and over	229	14.3
TOTAL	1,599	100.0%



TABLE 7

## ORIGIN AND NUMBER OF VISITS PER SKIER 15 YEARS OF AGE AND OVER, 1971/72 SEASON

Weighting Variables - Weight as Function of Ski Resort  
 - Weight as Inverse Number of Ski Days

ORIGIN OF SKIERS	NUMBER OF RESPONDENTS	TOTAL NUMBER OF SKIER VISITS	AVERAGE NUMBER OF SKIER VISITS PER SKIER	STANDARD DEVIATION	STANDARD ERROR OF MEAN	MAXIMUM VALUE	MINIMUM VALUE
Carleton	48	1,242	25.7	16.7	2.4	139.	6.
Leeds	2	79	35.2	21.9	14.6	47.	5.
Lanark	5	194	36.3	12.5	5.4	62.	24.
Frontenac	22	413	18.6	13.1	2.8	47.	4.
Hastings	78	1,153	14.8	9.9	1.1	48.	4.
Northumberland	2	30	13.0	8.9	5.9	24.	9.
Peterborough	29	577	20.2	4.8	.9	28.	14.
Victoria	7	72	11.0	***	***	11.	11.
Ontario	10	195	20.0	6.8	2.2	41.	8.
York except Metro	40	595	14.8	13.0	2.0	42.	4.
Metro Toronto	423	6,065	14.3	9.5	.5	53.	3.
Peel	41	634	15.3	12.1	1.9	43.	5.
Dufferin	7	181	25.2	6.6	2.5	42.	21.
Wellington	18	277	15.0	15.0	3.5	65.	6.
Halton	26	251	9.5	8.3	1.6	32.	5.
Wentworth	136	1,651	12.1	9.2	.8	53.	3.
Welland	4	25	6.9	1.2	.6	8.	6.
Haldimand	5	55	11.0	***	***	11.	11.
Brant	2	20	10.0	***	***	10.	10.
Waterloo	41	870	21.2	11.1	1.7	60.	10.
Perth	12	140	12.1	6.9	2.0	27.	7.
Oxford	19	75	4.0	***	***	4.	4.
Norfolk	5	32	7.0	***	***	7.	7.
Elgin	1	13	13.0	***	***	13.	13.
Kent	3	13	5.0	***	***	5.	5.
Essex	7	108	14.7	6.1	2.3	19.	6.
Middlesex	49	967	19.9	15.5	2.2	86.	3.
Huron	0	6	14.0	***	***	14.	14.
Bruce	5	90	18.0	***	***	18.	18.
Grey	7	140	20.8	13.4	5.1	66.	14.
Simcoe	31	512	16.5	7.7	1.4	37.	5.
Muskoka	19	327	17.1	13.5	3.1	81.	3.
Haliburton	0	13	26.1	***	***	32.	22.
Renfrew	58	1,103	19.0	17.9	2.3	95.	3.
Nipissing	5	150	31.7	11.9	5.5	45.	14.
Sudbury	48	751	15.6	11.8	1.7	76.	4.
Cochrane	28	951	34.2	11.1	2.1	51.	11.
Algoma	59	1,500	25.4	16.9	2.2	145.	8.
Thunder Bay	68	2,022	29.7	23.9	2.9	82.	5.
Rainy River	5	114	25.1	19.3	9.1	78.	9.
Kenora	17	563	32.6	17.4	4.2	80.	9.
Quebec	7	266	40.5	29.1	11.4	110.	11.
Manitoba	106	870	8.2	10.4	1.0	98.	3.
Other Provinces	1	67	50.3	1.4	1.2	52.	50.
Michigan	14	130	9.2	9.2	2.4	34.	6.
Rest of U.S.	74	774	10.4	5.1	.6	45.	6.
TOTAL	1,594	26,277	16.5	13.6	.3	145.	3.



TABLE 8

## ORIGIN OF RESPONDENTS SKIING OUT OF ONTARIO ON WEEKDAYS, 1971/72

Weighting Variables - Weight as Function of Ski Resort  
 - Weight as Inverse Number of Ski Days

PLACE OF SKIING OUTSIDE ONTARIO								
ORIGIN	QUEBEC	MANITOBA	OTHER PROVINCES	NEW YORK	MICHIGAN	REST OF U.S.	EUROPE	TOTAL
Ontario	58.	0.	4.	20.	10.	7.	1.	100.
	57.89	.00	4.09	20.35	9.74	7.36	.57	100.00
	95.55	.00	78.26	100.00	100.00	24.99	100.00	71.69
	41.50	.00	2.93	14.59	6.98	5.28	.41	71.69
Rest of Canada	3.	14.	1.	0.	0.	0.	0.	17.
	15.47	78.00	6.52	.00	.00	.00	.00	100.00
	4.45	100.00	21.74	.00	.00	.00	.00	12.48
	1.93	9.73	.81	.00	.00	.00	.00	12.48
U.S.A.	0.	0.	0.	0.	0.	22.	0.	22.
	.00	.00	.00	.00	.00	100.00	.00	100.00
	.00	.00	.00	.00	.00	75.01	.00	15.84
	.00	.00	.00	.00	.00	15.84	.00	15.84
TOTAL	60.	14.	5.	20.	10.	29.	1.	139.
	43.43	9.73	3.74	14.59	6.98	21.11	.41	100.00
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	43.43	9.73	3.74	14.59	6.98	21.11	.41	100.00

Each Cell Contains: Frequency, Row Percentage, Column Percentage and Overall Percentage



TABLE 9

## ORIGIN OF RESPONDENTS SKIING OUT OF ONTARIO ON WEEKENDS, 1971/72

Weighting Variables - Weight as Function of Ski Resort  
 - Weight as Inverse Number of Ski Days

ORIGIN	PLACE OF SKIING OUTSIDE ONTARIO					REST OF U.S.	EUROPE	TOTAL
	QUEBEC	MANITOBA	OTHER PROVINCES	NEW YORK	MICHIGAN			
Ontario	40.	0.	0.	21.	11.	2.	1.	75.
	53.29	.44	.00	27.79	14.08	2.53	1.87	100.00
	81.58	1.45	.00	100.00	37.30	10.83	100.00	53.18
	28.34	.23	.00	14.78	7.49	1.35	.99	53.18
Rest of Canada	2.	23.	1.	0.	0.	0.	0.	26.
	9.10	86.56	4.34	.00	.00	.00	.00	100.00
	4.83	98.55	100.00	.00	.00	.00	.00	18.43
	1.68	15.95	.80	.00	.00	.00	.00	18.43
U.S.A.	7.	0.	0.	0.	18.	16.	0.	40.
	16.63	.00	.00	.00	44.34	39.03	.00	100.00
	13.59	.00	.00	.00	62.70	89.17	.00	28.39
	4.72	.00	.00	.00	12.59	11.08	.00	28.39
TOTAL	49.	23.	1.	21.	28.	18.	1.	141.
	34.74	16.19	.80	14.78	20.08	12.42	.99	100.00
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	34.74	16.19	.80	14.78	20.08	12.42	.99	100.00

Each Cell Contains: Frequency, Row Percentage, Column Percentage, and Overall Percentage





## ORIGIN OF RESPONDENTS SKIING OUT OF ONTARIO ON VACATION, 1971/72

Weighting Variables - Weight as Function of Ski Resort  
 - Weight as Inverse Number of Ski Days

ORIGIN	PLACE OF SKIING OUTSIDE ONTARIO					REST OF U.S.	EUROPE	TOTAL
	QUEBEC	MANITOBA	OTHER PROVINCES	NEW YORK	MICHIGAN			
Ontario	42.	0.	3.	0.	1.	15.	8.	68.
	62.08	.00	3.91	.00	.93	22.01	11.07	100.00
	95.92	.00	34.20	.00	100.00	86.40	100.00	82.08
	50.95	.00	3.21	.00	.76	18.07	9.09	82.08
Rest of Canada	2.	6.	4.	0.	0.	2.	0.	14.
	12.86	39.98	30.30	.00	.00	16.86	.00	100.00
	4.08	100.00	54.49	.00	.00	13.59	.00	16.86
	2.17	6.74	5.11	.00	.00	2.84	.00	16.86
U.S.A.	0.	0.	1.	0.	0.	0.	0.	1.
	.00	.00	100.00	.00	.00	.00	.00	100.00
	.00	.00	11.31	.00	.00	.00	.00	1.06
	.00	.00	1.06	.00	.00	.00	.00	1.06
TOTAL	44.	6.	8.	0.	1.	17.	8.	83.
	53.12	6.74	9.38	.00	.76	20.91	9.09	100.00
	100.00	100.00	100.00	.00	100.00	100.00	100.00	100.00
	53.12	6.74	9.38	.00	.76	20.91	9.09	100.00

Each Cell Contains: Frequency, Row Percentage, Column Percentage and Overall Percentage



EXPENDITURE PER SKIER PER SKIER VISIT, 1971/72

Weighting Variables - Weight as Function of Ski Resort  
- Weight as Inverse Number of Ski Days

EXPENDITURE LEVEL	NUMBER OF RESPONDENTS	PERCENT
\$0-\$5	363	23.0%
\$6-\$10	488	31.0
\$11-\$20	386	24.5
\$21-\$30	193	12.2
\$31 and over	147	9.3
TOTAL	1,574	100.0%



TABLE 12

## SKI RESORT AND EXPENDITURE PER SKIER VISIT, 1971/72

Weighting Variables - Weight as Function of Ski Resort

SKI RESORT SAMPLED	NUMBER OF RESPONDENTS	TOTAL EXPENDITURE	AVERAGE EXPENDITURE PER SKIER VISIT	STANDARD DEVIATION	STANDARD ERROR OF MEAN	MAXIMUM VALUE	MINIMUM VALUE
Atikokan	57	\$ 170.	\$ 3.00	1.3	.2	5.	1.
Dryden	116	370.	3.20	1.0	.1	5.	1.
Kenora	753	8,067.	10.80	9.3	.3	40.	1.
Redmont	45	229.	5.10	4.9	.7	17.	1.
Loch Lomond	2,865	35,487.	12.40	10.7	.2	44.	1.
Mount Baldy	469	3,078.	6.50	8.2	.4	31.	1
Buttermilk Hill	975	8,100.	8.30	3.5	.1	20.	2.
Searchmont	728	10,455.	14.40	4.2	.2	23.	6.
Nordic Hills	728	4,620.	6.30	3.9	.1	22.	1.
Thorne	153	1,184.	7.80	11.5	.9	37.	1.
Timmins	793	2,869.	3.70	2.4	.1	11.	1.
Chedoke	350	2,083.	6.00	2.8	.2	17.	2.
Chicopee	679	4,559.	6.80	5.1	.2	20.	1.
London	246	1,668.	6.80	4.9	.3	22.	1.
Hide-A-Way	280	2,491.	8.90	5.8	.3	20.	1.
Bay Motor Inn	91	684.	7.50	3.5	.4	13.	2.
Horsehoe Valley	2,299	23,037.	10.00	3.7	.1	20.	3.
Batawa	453	1,443.	3.20	1.7	.1	8.	1.
Devil's Elbow	1,508	28,570.	19.00	9.4	.2	45.	1.
Georgian Peaks	2,638	77,519.	29.40	14.7	.3	66.	4.
Sir Sam's Inn	188	2,817.	15.00	7.7	.6	34.	2.
Curlew	189	1,970.	10.40	8.8	.6	40.	1.
Hidden Valley	790	24,164.	30.60	14.2	.5	53.	8.
Beaver Valley	1,719	19,469.	11.30	4.8	.1	25.	2.
Loretto	377	4,202.	11.20	6.2	.3	25.	2.
Valley Schuss	833	6,625.	8.00	4.7	.2	28.	1.
Don Valley	403	2,243.	5.50	1.8	.1	9.	1.
Woodbridge	226	2,318.	10.20	2.6	.2	14.	5.
Madawaska	162	1,696.	10.40	4.7	.4	19.	1.
Oak Hills	300	851.	2.90	1.3	.1	6.	1.
Calabogie	2,918	55,528.	19.10	10.2	.2	43.	3.
Kingston	55	224.	4.10	2.3	.3	8.	1.
Carlington	210	2,223.	9.50	7.6	.5	24.	3.
Devil's Glen	2,092	40,360.	19.30	13.2	.3	50.	1.
TOTAL	26,688	\$ 381,382.	\$ 14.30	11.4	.1	66.	1.



## TYPE OF TRIP AND EXPENDITURE PER SKIER VISIT, 1971/72

Weighting Variables - Weight as Function of Ski Resort

TYPE OF TRIP	NUMBER OF RESPONDENTS	TOTAL EXPENDITURE	AVERAGE EXPENDITURE PER SKIER VISIT	STANDARD DEVIATION	STANDARD ERROR OF MEAN	MAXIMUM VALUE	MINIMUM VALUE
Single Day	20,550	\$ 233,327.	\$ 11.30	8.6	.1	50.	1.
Overnight One Resort (*)	5,218	127,164.	24.40	15.3	.2	66.	1.
Overnight Several Resorts (*)	823	19,318.	23.50	9.5	.3	38.	6.
TOTAL	26,591	\$ 379,808.	\$ 14.30	11.4	.1	66.	1.

(\*) Trip of one or more nights





## ORIGIN AND EXPENDITURE PER SKIER VISIT, 1971/72

Weighting Variables - Weight as Function of Ski Resort

ORIGIN OF SKIERS	NUMBER OF RESPONDENTS	TOTAL EXPENDITURE	AVERAGE EXPENDITURE PER SKIER VISIT	STANDARD DEVIATION	STANDARD ERROR OF MEAN	MAXIMUM VALUE	MINIMUM VALUE
Ontario	24,008	\$ 336,939.	\$ 14.10	11.3	.1	66.	1.
Rest of Canada	1,274	27,063.	21.20	13.3	.4	46.	1.
U.S.A.	1,125	15,034.	13.40	9.4	.3	31.	1.
Other Foreign	10	35.	3.40	.0	.0	3.	3.
TOTAL	26,417	\$ 379,072.	\$ 14.30	11.4	.1	66.	1.



ORIGIN AND LEVEL OF SKIER ABILITY, 1971/72

Weighting Variables - Weight as Function of Ski Resort  
 - Weight as Inverse Number of Ski Days

ORIGIN OF SKIERS	<u>LEVEL OF SKIER ABILITY</u>			TOTAL
	BEGINNER	INTERMEDIATE	ADVANCED	
Ontario	371.	755.	264.	1391.
	26.70	54.31	18.99	100.00
	78.93	92.67	86.01	87.32
	23.31	47.42	16.59	87.32
Rest of Canada	73.	25.	16.	113.
	64.71	21.63	13.67	100.00
	15.61	3.01	5.05	7.13
	4.61	1.54	.97	7.13
U.S.A.	26.	35.	27.	88.
	29.09	39.84	31.07	100.00
	5.47	4.32	8.94	5.55
	1.61	2.21	1.72	5.55
TOTAL	470.	815.	307.	1593.
	29.54	51.18	19.29	100.00
	100.00	100.00	100.00	100.00
	29.54	51.18	19.29	100.00

Each Cell Contains: Frequency, Row Percentage, Column Percentage and  
 Overall Percentage



TYPE OF ACCOMMODATION USED BY NUMBER OF NIGHTS AWAY ON SKI TRIPS, 1971/72

Weighting Variables - Weight as Function of Ski Resort  
- Weight as Inverse Number of Ski Days

TYPE OF ACCOMMODATION	NUMBER OF NIGHTS AWAY ON SKI TRIPS							21 AND OVER	TOTAL
	1	2	3	4	5	6-10	11-20		
Home of Friends, Relatives	8.	37.	6.	6.	12.	30.	14.	0.	112.
	6.99	32.59	5.58	5.50	10.62	26.58	12.13	.00	100.00
	12.83	22.33	6.88	10.19	30.45	26.88	27.64	.00	19.13
Private Cottage, Chalet	1.34	6.24	1.07	1.05	2.03	5.08	2.32	.00	19.13
	14.	33.	17.	3.	5.	12.	25.	7.	117.
	12.38	28.60	14.62	2.46	4.25	10.17	21.35	6.17	100.00
Hotel, Resort	23.60	20.36	18.73	4.72	12.67	10.69	50.51	67.74	19.88
	2.46	5.69	2.91	.49	.85	2.02	4.24	1.23	19.88
	16.	57.	40.	34.	16.	38.	6.	3.	211.
Motel	7.54	27.17	18.91	16.35	7.45	18.03	2.94	1.63	100.00
	25.94	34.93	43.75	56.79	40.07	34.21	12.55	32.26	35.90
	2.71	9.75	6.79	5.87	2.67	6.47	1.05	.58	35.90
Commercial Cottage	14.	17.	28.	14.	5.	16.	3.	0.	98.
	14.24	17.82	28.45	14.34	5.28	16.34	3.53	.00	100.00
	22.76	10.63	30.56	23.12	13.20	14.40	7.01	.00	16.66
Campground	2.37	2.97	4.74	2.39	.88	2.72	.59	.00	16.66
	8.	11.	0.	3.	1.	3.	1.	0.	28.
	29.52	41.62	.27	11.42	2.36	10.69	4.11	.00	100.00
Other	1.38	1.95	.01	.54	.11	.50	.19	.00	4.69
	1.	0.	0.	0.	0.	0.	0.	0.	1.
	100.00	.00	.00	.00	.00	.00	.00	.00	100.00
TOTAL	.89	.00	.00	.00	.00	.00	.00	.00	.09
	.09	.00	.00	.00	.00	.00	.00	.00	.09
	0.	8.	0.	0.	1.	12.	0.	0.	21.
TOTAL	2.02	36.39	.00	.00	3.59	58.00	.00	.00	100.00
	.71	4.75	.00	.00	1.96	11.18	.00	.00	3.65
	.07	1.33	.00	.00	.13	2.12	.00	.00	3.65
TOTAL	61.	164.	91.	61.	39.	111.	49.	11.	597.
	10.43	27.92	15.51	10.33	6.67	18.92	8.40	1.81	100.00
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
TOTAL	10.43	27.92	15.51	10.33	6.67	18.92	8.40	1.81	100.00
	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	10.43	27.92	15.51	10.33	6.67	18.92	8.40	1.81	100.00

Each Cell Contains: Frequency, Row Percentage, Column Percentage and Overall Percentage



TABLE 17

## TYPE OF ACCOMMODATION USED BY ANNUAL FAMILY INCOME OF RESPONDENTS, 1971/72

Weighting Variables - Weight as Function of Ski Resort  
- Weight as Inverse Number of Ski Days

TYPE OF ACCOMMODATION	UNDER \$6,000	ANNUAL FAMILY INCOME				TOTAL
		\$6,000- \$7,999	\$ 8,000- \$11,999	\$12,000- \$14,999	\$15,000 AND OVER	
Home of Friends, Relatives	12.	12.	37.	17.	41.	120.
	10.33	9.98	30.90	14.45	34.34	100.00
	19.06	33.87	25.49	17.73	17.05	20.50
	2.12	2.05	6.33	2.96	7.04	20.50
Private Cottage, Chalet	6.	3.	24.	23.	64.	120.
	4.91	2.58	19.73	19.48	53.30	100.00
	9.04	8.75	16.23	23.84	26.39	20.45
	1.00	.53	4.03	3.98	10.90	20.45
Hotel, Resort	24.	12.	61.	37.	74.	208.
	11.70	5.57	29.43	17.71	35.60	100.00
	37.50	32.83	42.17	37.74	30.69	35.61
	4.16	1.98	10.48	6.31	12.68	35.61
Motel	7.	4.	23.	17.	34.	84.
	7.87	4.84	27.23	19.86	40.20	100.00
	10.17	11.50	15.73	17.06	13.97	14.35
	1.13	.69	3.91	2.85	5.77	14.35
Commercial Cottage	10.	4.	1.	2.	11.	28.
	35.74	14.47	1.97	8.77	39.06	100.00
	15.20	11.31	.37	2.48	4.47	4.72
	1.69	.68	.09	.41	1.84	4.72
Campground	0.	0.	0.	0.	1.	1.
	.00	.00	.00	.00	100.00	100.00
	.00	.00	.00	.00	.58	.24
	.00	.00	.00	.00	.24	.24
Other	6.	1.	0.	1.	17.	24.
	24.28	2.53	.00	4.68	68.51	100.00
	9.03	1.73	.00	1.16	6.85	4.13
	1.00	.10	.00	.19	2.83	4.13
TOTAL	65.	35.	145.	98.	242.	585.
	11.11	6.04	24.85	16.71	41.30	100.00
	100.00	100.00	100.00	100.00	100.00	100.00
	11.11	6.04	24.85	16.71	41.30	100.00

Each Cell Contains: Frequency, Row Percentage, Column Percentage and Overall Percentage





## TYPE OF ACCOMMODATION USED AND NUMBER OF NIGHTS AWAY ON SKI TRIPS, 1971/72

Weighting Variables - Weight as Function of Ski Resort  
 - Weight as Inverse Number of Ski Days

TYPE OF ACCOMMODATION	NUMBER OF RESPONDENTS	TOTAL NIGHTS AWAY	AVERAGE NUMBER OF NIGHTS AWAY	STANDARD DEVIATION	STANDARD ERROR OF MEAN	MAXIMUM VALUE	MINIMUM VALUE
Home of Friends, Relatives	112	582	5.2	4.0	.4	20.	1.
Private Cottage, Chalet	117	783	6.7	6.9	.6	30.	1.
Hotel, Resort	211	995	4.7	6.6	.5	90.	1.
Motel	98	377	3.9	3.0	.3	20.	1.
Commercial Cottage	28	84	3.0	2.8	.5	11.	1.
Campground	1	1	1.0	***	***	1.	1.
Other	21	102	4.8	2.4	.5	8.	1.
TOTAL	587	2,923	5.0	5.6	.2	90.	1.



## OCCUPATION AND FAMILY EXPENDITURE ON EQUIPMENT, CLOTHING AND CLUB MEMBERSHIP, 1971/72

Weighting Variables - Weight as Function of Ski Resort  
 - Weight as Inverse Number of Ski Days

OCCUPATION OF SKIERS	NUMBER OF RESPONDENTS	TOTAL EXPENDITURE	AVERAGE EXPENDITURE PER FAMILY	STANDARD DEVIATION	STANDARD ERROR OF MEAN	MAXIMUM VALUE	MINIMUM VALUE
Professional	416	\$ 101,401.	\$ 243.90	274.8	13.5	1,799.	2.
Manager, Owner	127	55,582.	438.10	395.2	35.1	1,670.	1.
Sales	81	16,280.	202.10	222.2	24.8	1,249.	4.
Clerical	74	11,567.	155.80	147.3	17.1	905.	2.
Skilled Labour	60	18,964.	315.20	268.9	34.7	850.	10.
Unskilled Labour	7	1,307.	200.10	228.5	89.4	825.	50.
Farmer	4	1,119.	312.70	582.6	308.0	1,115.	8.
Retired, Householder	39	8,980.	228.60	196.2	31.3	1,149.	10.
Student	325	64,447.	198.60	243.2	13.5	1,499.	1.
Other	69	20,618.	300.00	304.6	36.7	1,649.	6.
TOTAL	1,200	\$ 300,263.	\$ 250.20	282.2	8.1	1,799.	1.



## OCCUPATION AND EXPENDITURE PER SKIER VISIT, 1971/72

Weighting Variables - Weight as Function of Ski Resort

OCCUPATION OF SKIERS	NUMBER OF RESPONDENTS	TOTAL EXPENDITURE	AVERAGE EXPENDITURE PER SKIER VISIT	STANDARD DEVIATION	STANDARD ERROR OF MEAN	MAXIMUM VALUE	MINIMUM VALUE
Professional	9,117	\$ 151,661.	\$ 16.60	12.6	.1	64.	1.
Manager, Owner	3,133	46,667.	14.90	10.6	.2	46.	1.
Sales	1,743	25,012.	14.30	10.1	.2	46.	1.
Clerical	1,614	16,820.	10.40	7.0	.2	30.	1.
Skilled Labour	1,657	22,514.	13.60	9.0	.2	38.	1.
Unskilled Labour	296	3,218.	10.90	6.0	.4	25.	1.
Farmer	125	2,557	20.50	3.0	.3	22.	16.
Retired, Householder	996	14,963.	15.00	11.1	.4	50.	1.
Student	6,350	72,260.	11.40	9.7	.1	45.	1.
Other	1,576	25,098.	16.00	15.9	.4	66.	1.
TOTAL	26,606	\$ 380,770.	\$ 14.30	11.4	.1	66.	1.



## OCCUPATION AND NUMBER OF SKIER VISITS PER SEASON, 1971/72

Weighting Variables - Weight as Function of Ski Resort  
 - Weight as Inverse Number of Ski Days

OCCUPATION OF SKIERS	NUMBER OF RESPONDENTS	NUMBER OF SKIER VISITS	AVERAGE NUMBER OF VISITS PER SKIER	STANDARD DEVIATION	STANDARD ERROR OF MEAN	MAXIMUM VALUE	MINIMUM VALUE
Professional	548	8,496	15.5	12.9	.6	110.	3.
Manager, Owner	162	3,102	19.2	14.7	1.2	86.	4.
Sales	98	1,563	15.9	12.0	1.2	88.	4.
Clerical	97	1,561	16.2	11.1	1.1	95.	4.
Skilled Labour	79	1,674	21.2	13.9	1.6	145.	6.
Unskilled Labour	22	252	11.7	13.6	2.9	80.	5.
Farmer	22	125	5.7	7.4	1.6	39.	4.
Retired, Householder	46	1,017	22.0	12.8	1.9	81.	4.
Student	437	7,003	16.0	14.9	.7	86.	3.
Other	89	1,636	18.5	11.8	1.3	111.	4.
TOTAL	1,599	26,428	16.5	13.6	.3	145.	3.





ANNUAL FAMILY INCOME AND FAMILY EXPENDITURE ON EQUIPMENT,  
CLOTHING AND CLUB MEMBERSHIP, 1971/72

Weighting Variables - Weight as Function of Ski Resort  
- Weight as Inverse Number of Ski Days

ANNUAL FAMILY INCOME	NUMBER OF RESPONDENTS	TOTAL EXPENDITURE	AVERAGE EXPENDITURE PER FAMILY	STANDARD DEVIATION	STANDARD ERROR OF MEAN	MAXIMUM VALUE	MINIMUM VALUE
Under \$6,000	107	\$ 15,180.	\$ 142.30	174.4	16.9	1,000.	2.
\$6,000-\$7,999	108	15,045.	138.70	190.6	18.3	1,624.	12.
\$8,000-\$11,999	249	56,325.	225.90	248.6	15.7	1,399.	1.
\$12,000-\$14,999	250	66,019.	264.20	308.0	19.5	1,799.	3.
\$15,000 and over	464	143,107.	308.30	309.8	14.4	1,649.	6.
TOTAL	1,179	\$ 295,675.	\$ 250.90	283.9	8.3	1,799.	1.



## ANNUAL FAMILY INCOME AND EXPENDITURE PER SKIER VISIT, 1971/72

## Weighting Variables - Weight as Function of Ski Resort

ANNUAL FAMILY INCOME	NUMBER OF RESPONDENTS	TOTAL EXPENDITURE	AVERAGE EXPENDITURE PER SKIER VISIT	STANDARD DEVIATION	STANDARD ERROR OF MEAN	MAXIMUM VALUE	MINIMUM VALUE
Under \$6,000	2,490	\$ 34,549.	\$ 13.90	9.7	.2	39.	1.
\$6,000-\$7,999	2,225	28,827.	13.00	11.2	.2	46.	1.
\$8,000-\$11,999	6,106	87,652.	14.20	11.2	.1	66.	1.
\$12,000-\$14,999	4,692	60,279.	12.90	10.2	.1	45.	1.
\$15,000 and over	10,512	161,348.	15.40	12.4	.1	64.	1.
TOTAL	26,026	\$ 371,755.	\$ 14.30	11.4	.1	66.	1.



ANNUAL FAMILY INCOME AND NUMBER OF SKIER VISITS PER SEASON  
1971/72

Weighting Variables - Weight as Function of Ski Resort  
- Weight as Inverse Number of Ski Days

ANNUAL FAMILY INCOME	NUMBER OF RESPONDENTS	TOTAL VISITS	AVERAGE NUMBER OF SKIER VISITS	STANDARD DEVIATION	STANDARD ERROR OF MEAN	MAXIMUM VALUE	MINIMUM VALUE
Under \$6,000	143	2,389	16.7	11.0	.9	80.	4.
\$6,000-\$7,999	132	2,169	16.5	13.9	1.2	95.	3.
\$8,000-\$11,999	342	5,792	16.9	13.3	.7	145.	3.
\$12,000-\$14,999	315	4,618	14.7	13.3	.8	86.	3.
\$15,000 and over	624	10,674	17.1	14.2	.6	139.	3.
TOTAL	1,555	25,642	16.5	13.6	.3	145.	3.



LEVEL OF EDUCATION AND NUMBER OF SKIER VISITS PER SEASON  
1971/72

Weighting Variables - Weight as Function of Ski Resort  
- Weight as Inverse Number of Ski Days

LEVEL OF EDUCATION	NUMBER OF RESPONDENTS	TOTAL VISITS	AVERAGE NUMBER OF SKIER VISITS	STANDARD DEVIATION	STANDARD ERROR OF MEAN	MAXIMUM VALUE	MINIMUM VALUE
Public, Grammar School	34	564	16.4	11.1	1.9	47.	6.
Part High, Technical School	288	5,817	20.2	16.0	.9	86.	3.
Full High, Technical School	294	5,593	19.0	12.7	.7	111.	4.
Part University	368	5,475	14.9	14.1	.7	145.	3.
Full University	422	6,349	15.1	12.3	.6	82.	3.
Graduate Studies	193	2,661	13.8	11.8	.8	98.	3.
TOTAL	1,600	26,459	16.5	13.6	.3	145.	3.





SEX OF SKIER, 1971/72

Weighting Variables - Weight as Function of Ski Resort  
- Weight as Inverse Number of Ski Days

SEX	NUMBER OF RESPONDENTS	PERCENT
Male	1,153	72.9%
Female	430	27.2
TOTAL	1,582	100.0%



## AGE OF SKIER AND EXPENDITURE PER SKIER VISIT, 1971/72

## Weighting Variables - Weight as Function of Ski Resort

AGE GROUP OF SKIER	NUMBER OF RESPONDENTS	TOTAL EXPENDITURE	AVERAGE EXPENDITURE PER SKIER VISIT	STANDARD DEVIATION	STANDARD ERROR OF MEAN	MAXIMUM VALUE	MINIMUM VALUE
15-17 years	2,332	\$ 17,107.	\$ 7.40	7.4	.2	39.	1.
18-25 years	8,053	103,050.	12.80	10.3	.1	66.	1.
26-30 years	4,056	67,416.	16.60	11.7	.2	46.	1.
31-40 years	5,611	94,117.	16.70	13.6	.2	64.	1.
41-50 years	5,163	78,559.	15.20	11.0	.2	53.	1.
51 years and over	629	9,401.	15.00	8.8	.3	30.	2.
TOTAL	25,844	\$ 369,648.	\$ 14.30	11.5	.1	66.	1.



MARITAL STATUS OF SKIER, 1971/72

Weighting Variables - Weight as Function of Ski Resort  
- Weight as Inverse Number of Ski Days

MARITAL STATUS	NUMBER OF RESPONDENTS	PERCENT
Married	842	54.4%
Single	706	45.6
TOTAL	1,548	100.0%



TABLE 29

NUMBER OF FAMILY MEMBERS IN SKIER FAMILIES, 1971/72

Weighting Variables - Weight as Function of Ski Resort  
- Weight as Inverse Number of Ski Days

NUMBER OF FAMILY MEMBERS	NUMBER OF RESPONDENTS	PERCENT
1	115	7.2%
2	258	16.3
3	238	15.0
4	374	23.6
5	282	17.7
6	171	10.8
7	76	4.8
8	25	1.6
9	7	.5
10	26	1.7
11 and over	17	1.1
TOTAL	1,588	100.0%





FAMILY SIZE AND NUMBER OF SKIERS IN FAMILY, 1971/72

Weighting Variables - Weight as Function of Ski Resort  
 - Weight as Inverse Number of Ski Days

NUMBER OF FAMILY MEMBERS	NUMBER OF RESPONDENTS	TOTAL NUMBER OF SKIERS	AVERAGE NUMBER OF SKIERS PER FAMILY	STANDARD DEVIATION	STANDARD ERROR OF MEAN	MAXIMUM VALUE	MINIMUM VALUE
1	115	115	1.0	***	.0	1.	1.
2	258	467	1.8	.5	.0	2.	1.
3	238	424	1.8	.7	.0	3.	1.
4	374	1,021	2.7	1.1	.1	4.	1.
5	279	915	3.3	1.5	.1	5.	1.
6	171	625	3.6	1.7	.1	6.	1.
7	76	216	2.8	2.2	.3	7.	1.
8	25	106	4.2	2.2	.4	8.	2.
9	7	36	5.0	.2	.1	5.	4.
10	26	88	3.3	2.6	.5	10.	2.
11 and over	17	48	2.8	2.0	.5	10.	1.
TOTAL	1,588	4,060	2.6	1.5	.0	10.	1.



NUMBER OF SKIERS IN FAMILY AND FAMILY EXPENDITURE ON EQUIPMENT,  
CLOTHING AND CLUB MEMBERSHIP, 1971/72

Weighting Variables - Weight as Function of Ski Resort - Weight as Inverse Number of Ski Days							
NUMBER OF SKIERS IN FAMILY	NUMBER OF RESPONDENTS	TOTAL EXPENDITURE	AVERAGE EXPENDITURE PER FAMILY	STANDARD DEVIATION	STANDARD ERROR OF MEAN	MAXIMUM VALUE	MINIMUM VALUE
1	312	\$ 40,219.	\$ 128.80	119.1	6.7	1,149.	1.
2	353	65,390.	185.30	199.4	10.6	950.	2.
3	169	37,013.	219.10	217.6	16.7	1,249.	12.
4	213	85,967	403.20	359.0	24.6	1,799.	10.
5	81	35,207.	435.90	341.8	38.0	1,649.	30.
6	52	25,482.	494.00	431.7	60.1	1,670.	30.
7	12	6,780.	553.90	493.3	141.0	1,449.	53.
8	5	3,061.	661.90	386.3	179.6	1,499.	272.
9 and over	3	1,752.	688.40	102.5	76.6	1,599.	64.
TOTAL	1,200	\$ 300,870.	\$ 250.80	282.3	8.2	1,799.	1.



TABLE 32

VERTICAL DROP OF SKI RESORT BY SKIER  
LEVEL OF ABILITY, 1971/72

Weighting Variables - Weight as Function of Ski Resort  
- Weight as Inverse Number of Ski Days

VERTICAL DROP	LEVEL OF SKIER ABILITY			TOTAL
	BEGINNER	INTERMEDIATE	ADVANCED	
Less 250'	129.	163.	58.	350.
	36.75	46.73	16.52	100.00
	27.25	19.95	18.68	21.85
	8.03	10.21	3.61	21.85
250'-499'	122.	369.	115.	606.
	20.13	60.85	19.02	100.00
	25.86	44.98	37.24	37.85
	7.62	23.03	7.20	37.85
500' plus	221.	287.	136.	645.
	34.29	44.56	21.15	100.00
	46.89	35.07	44.09	40.30
	13.82	17.96	8.52	40.30
TOTAL	472.	819.	309.	1600.
	29.47	51.20	19.33	100.00
	100.00	100.00	100.00	100.00
	29.47	51.20	19.33	100.00

Each Cell Contains: Frequency, Row Percentage, Column Percentage,  
Overall Percentage



WEATHER CONDITIONS AT SKI RESORTS ON SAMPLING DAYS  
1971/72

---

Weighting Variables - Weight as Function of Ski Resort  
- Weight as Inverse Number of Ski Days

WEATHER CONDITION	NUMBER OF RESPONDENTS	PERCENT
Clear	860	54.5%
Overcast	508	32.2
Snow	93	5.9
Rain	118	7.5
TOTAL	1,577	100.0%





SNOW CONDITIONS AT SKI RESORTS ON SAMPLING DAYS  
1971/72

Weighting Variables - Weight as Function of Ski Resort  
- Weight as Inverse Number of Ski Days

SNOW CONDITION	FREQUENCY	PERCENT
Poor (icy)	69	4.3%
Good	1,522	95.3
Excellent	7	.4
TOTAL	1,597	100.0%



## A P P E N D I X    I I

### SAMPLING SCHEDULE OF SELECTED ONTARIO SKI RESORTS, 1972

The 34 ski resorts in Ontario, as listed in the following schedule, were selected for the survey.



# SAMPLING SCHEDULE OF ONTARIO SKI SURVEY, 1972

Administrative Region	Selected Ski Resorts in Ontario	Date of Sampling in 1972	Number of Interviews
Eastern	<p>Carlington Park</p> <p>Madawaska Ski Resort</p> <p>Calabogie Peaks Ltd.</p> <p>Oak Hills Ski Club</p> <p>Batawa Trenton Ski Club</p> <p>Kingston Ski Club</p>	<p>Friday, Jan. 7</p> <p>Friday, Feb. 25</p> <p>Sunday, Mar. 26</p> <p>Thursday, Feb. 17</p> <p>Sunday, Feb. 27</p> <p>Saturday, Mar. 18</p>	<p>22</p> <p>19</p> <p>77</p> <p>23</p> <p>48</p> <p>24</p>
Central	<p>Valley Schuss Ski Club</p> <p>Horseshoe Valley Ski Resort</p> <p>Devil's Glen</p> <p>Loretto Ski Resort</p> <p>Devil's Elbow</p> <p>Curlew</p> <p>Holiday Inn (Hidden Valley)</p> <p>Sir Sam's Inn</p>	<p>Sunday, Jan. 2</p> <p>Wednesday, Jan. 5</p> <p>Saturday, Mar. 11</p> <p>Saturday, Mar. 25</p> <p>Wednesday, Jan. 5</p> <p>Sunday, Jan. 9</p> <p>Thursday, Feb. 17</p> <p>Saturday, Mar. 25</p>	<p>38</p> <p>42</p> <p>40</p> <p>30</p> <p>21</p> <p>27</p> <p>21</p> <p>29</p>
South Central	<p>Don Valley Ski Centre</p> <p>Woodbridge Ski Club</p> <p>Chedoke Winter Sports Park</p>	<p>Sunday, Jan. 2</p> <p>Saturday, Feb. 26</p> <p>Saturday, Jan. 29</p>	<p>37</p> <p>10</p> <p>28</p>



# SAMPLING SCHEDULE OF ONTARIO SKI SURVEY, 1972 (cont'd)

Administrative Region	Selected Ski Resorts in Ontario	Date of Sampling in 1972	Number of Interviews
Land Between the Lakes	London Ski Club	Sunday, Jan. 9	27
	Hide-A-Way Ski Area	Saturday, Feb. 12	14
	Chicopee	Wednesday, Feb. 23	26
	Beaver Valley Ski Club	Sunday, Jan. 9	20
	Bay Motor Inn Ski Village	Tuesday, Feb. 8	7
	Georgian Peaks Resort	Saturday, Feb. 26	36
Northeastern	Timmins Ski Resorts Ltd.	Saturday, Jan. 8	27
	Nordic Hills	Saturday, Mar. 4	29
	Thorne Ski Resort	Sunday, Mar. 26	15
	Buttermilk Hill Ski Resort	Thursday, Jan. 13	39
	Searchmont	Sunday, Feb. 13	24
Northwestern	Atikokan Ski Club	Sunday, Jan. 23	10
	Dryden Ski Club	Saturday, Feb. 26	21
	Kenora Ski Club	Sunday, Mar. 12	34
	Redmont Ski Area	Saturday, Jan. 22	14
	Loch Lomond Ski Area	Sunday, Feb. 13	49
	Mount Baldy Ski Area	Wednesday, Mar. 15	16





## A P P E N D I X   I I I

### TERMINOLOGY



## TERMINOLOGY

Ski Season - time period during which majority of ski resorts were open in Ontario and a reasonable snow cover was present.

Actual Ski Season, 1971/72 - this period extended from January to March 1972; not all resorts had snow from December to the middle of April. Unless otherwise mentioned in the text or tables, the actual ski season 1971/72 is understood.

Normal Ski Season - the normal ski season would extend from December to March; not all resorts have snow until the middle of April.

Ski Resort - ski resort, club or area in Ontario in 1971/72.

Ski Resort Day - a day on which a ski resort was open during a ski season.

Ontario Skier - a person who skied at least once at an Ontario ski resort during 1971/72 ski season.

Ontario Resident Skier - a person with a permanent residence in the Province of Ontario, who skied at least once at an Ontario ski resort during the 1971/72 season.

Skier Visit - entry of a skier to an Ontario ski resort.

Skier Trip - person trip taken primarily to ski. Visits may have been made to more than one Ontario resort on a skier trip.

Skier Visit Expenditure - expenditure on items related to a skier visit, including ski ticket, meals, snacks, rental and repair of ski equipment, ski instructions, apres-ski, car travel at 14¢ per mile, commercial



transportation, commercial accommodation and other out-of-pocket ski related expenses.

Seasonal Skier Expenditure - expenditure on purchases of ski equipment, clothing and club membership prior to and during the ski season 1971/72.

Weekdays - Monday to Friday excluding statutory holidays.

Weekend Days - Saturday, Sunday and statutory holidays, falling on weekend or linked with weekend.

Vacation Days - a day off from work other than a regular weekend day.



A P P E N D I X   I V

QUESTIONNAIRE FORM





ONTARIO SKIER SURVEY, WINTER, 1972

Ski Resort ..... 6/7

ONTARIO DEPARTMENT OF TOURISM AND INFORMATION  
Travel Research Branch

Date ..... 8/10

- 1.(a) What is your home town or city? ..... Code ( ) 11/12  
(b) What is your home province or state? ..... ( ) 13/14
- 2.(a) In what year did you first begin skiing? 19..... 15/16  
(b) Do you consider yourself a:  
1.( ) beginner 2.( ) intermediate 3.( ) or advanced skier 17  
(c) What was the main influence in your decision to learn to ski?  
..... 18
3. How many years have you gone skiing at least once since you started to ski? ..... 19/20
- 4.(a) How many members of your family living at home, or away at school (including yourself) are in your household? ..... 21/22  
(b) How many of these are skiers? ..... 23/24
5. Including today, how many times have you been skiing this winter season so far and where?

	Estimated Number of Ski Days	At What Resort Have You Skied the Most	
		In Ontario	Outside Ontario (Province/State)
(a) On weekdays	.....	.....	..... 25/30
(b) On weekend days	.....	.....	..... 31/36
(c) On winter vacation (if any)	.....	.....	..... 37/42
Total ski days(a+b+c) .....			

6. Approximately, how many more days do you plan to ski this season? ..... 43/44
7. Why did you decide to ski at this resort today? Please give reasons:  
1) ..... 2) ..... 45/46  
3) ..... 4) ..... 47/48  
5) ..... 6) ..... 49/50
8. How many hours do you plan to ski today? ..... hours 51/52
9. How many people are there in your party today and in what age group?
- | Age                             | Number of Persons | Age              | Number of Persons |       |
|---------------------------------|-------------------|------------------|-------------------|-------|
| 1) Under 10                     | .....             | 5) 31 - 40       | .....             | 53/54 |
| 2) 10 - 17                      | .....             | 6) 41 - 50       | .....             | 55/56 |
| 3) 18 - 25                      | .....             | 7) 51 +          | .....             | 57/58 |
| 4) 26 - 30                      | .....             | Total Party Size | .....             | 59/60 |
| Indicate Respondent's Age ..... |                   |                  |                   | 61/62 |
10. Is your skiing today a:  
1( ) single day trip  
2( ) overnight trip in one resort  
3( ) overnight trip in more than one resort 63/64

IF SINGLE DAY SKI TRIP, GO TO QUESTION #12

11. How many nights are you staying away from your home on this trip? ..... 65/66
12. How many nights have you stayed away from your home due to ski trips this season (if any)? ..... 67/68

IF NO NIGHTS, GO TO QUESTION #14

13. What type of accommodation did you use most on these trips this season?
- |                                 |                                       |
|---------------------------------|---------------------------------------|
| 1.( ) Home of friends/relatives | 5.( ) Commercial cottage/cabin/chalet |
| 2.( ) Private cottage/chalet    | 6.( ) Campground/trailer park         |
| 3.( ) Hotel/inn/resort          | 7.( ) Other                           |
| 4.( ) Motel                     |                                       |



- 14.(a) Could you estimate today's expenses relative to this visit for yourself only on each of the items listed below? (Include both the amount you personally spent as well as the amount spent by someone else for you. Do not include expenditures you made for friends or family members who accompanied you.)

	Individual Expenses		Individual Expenses	
1) ski lift tickets	\$ .....	6) car expenses (gas)	\$ .....	6/9
2) meals and snacks	\$ .....	7) commercial transportation	\$ .....	10/13
3) ski equipment rental/repairs	\$ .....	8) commercial accommodation	\$ .....	14/17
4) ski school instructions	\$ .....	9) other out-of-pocket expenses relative to today's skiing	\$ .....	18/21
5) after ski activities (entertainment)	\$ .....			

- 15.(a) Could you indicate how much have you spent on purchases of equipment for yourself only just prior and during this winter season? (Mark Dollars Only)

- (b) And how much for your family (including yourself)?

	Individual Expenses	Family Expenses	
1) ski equipment ( skis, boots, poles)	\$ .....	\$ .....	22/27
2) ski clothing	\$ .....	\$ .....	28/33
3) other major ski expenses			
specify .....	\$ .....	\$ .....	34/39
16. If you travel by car, were you driving yourself?	Yes 1( )	No 2( )	40
17.(a) INDICATE SEX	Male 1( )	Female 2( )	41
(b) What is your marital status?	Married 1( )	Single, etc. 2( )	42
18. What level of education have you completed? (Check One Only)			
1.( ) Public grade/grammar school	4.( ) Part university/college		
2.( ) Part high/technical school	5.( ) Graduated university/college		
3.( ) Completed high/technical school	6.( ) Graduate studies after university		43
19. What is your occupation? (Check One Only)			
1.( ) Professional	6.( ) Unskilled labour		
2.( ) Managerial/owner	7.( ) Farmer		
3.( ) Sales	8.( ) Retired, householder		
4.( ) Clerical worker	9.( ) Student		
5.( ) Skilled labour	A.( ) Other		44
20. Which of the categories below best describes your annual family income? (Check One Only)			
1.( ) Under \$6,000	4.( ) \$12,000 to \$14,999		
2.( ) \$6,000 to \$7,999	5.( ) \$15,000 and over		45
3.( ) \$8,000 to \$11,999			
21. Have you had a reportable skiing injury in the following years? (Check for "Yes")	67 .....	70 .....	
	68 .....	71 .....	
	69 .....		46/55
22. Do you have any specific comments about skiing in Ontario?			
			56/57

FOR OFFICE USE

23. Weather conditions	58
24. Snow condition in a resort	59
25. Sampling ratio	60

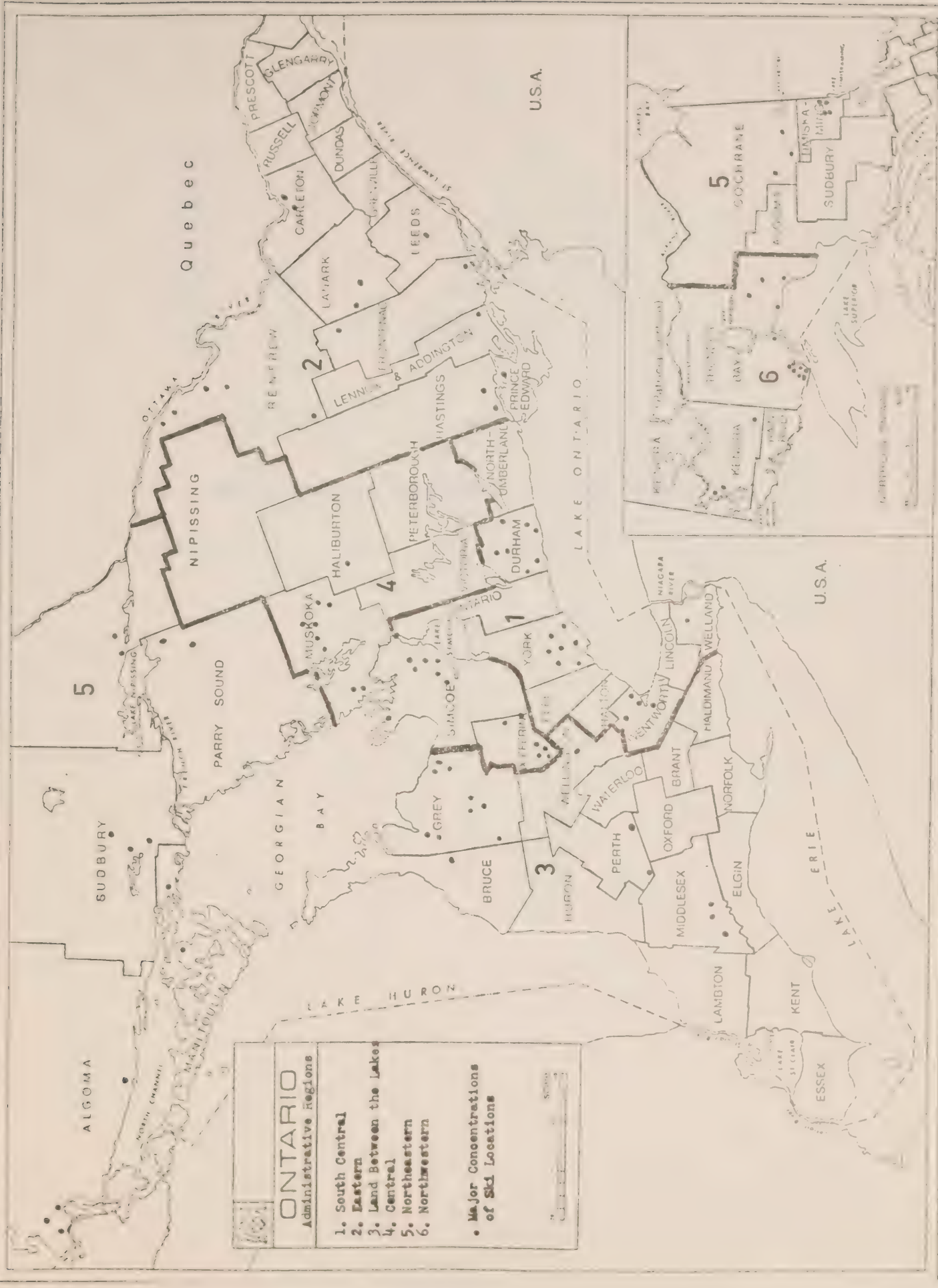
Interviewer's Signature

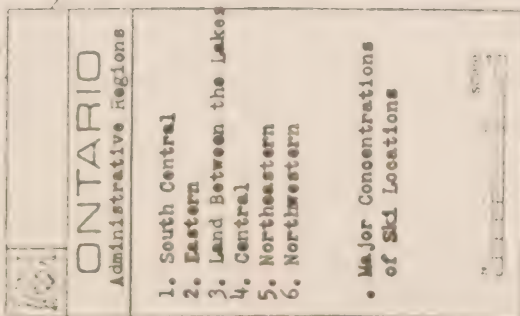


A P P E N D I X   V

MAP OF ONTARIO ADMINISTRATIVE REGIONS







**ONTARIO**

Administrative Regions

1. South Central
2. Eastern
3. Land Between the Lakes
4. Central
5. Northeastern
6. Northwestern

• Major Concentrations of Ski Locations



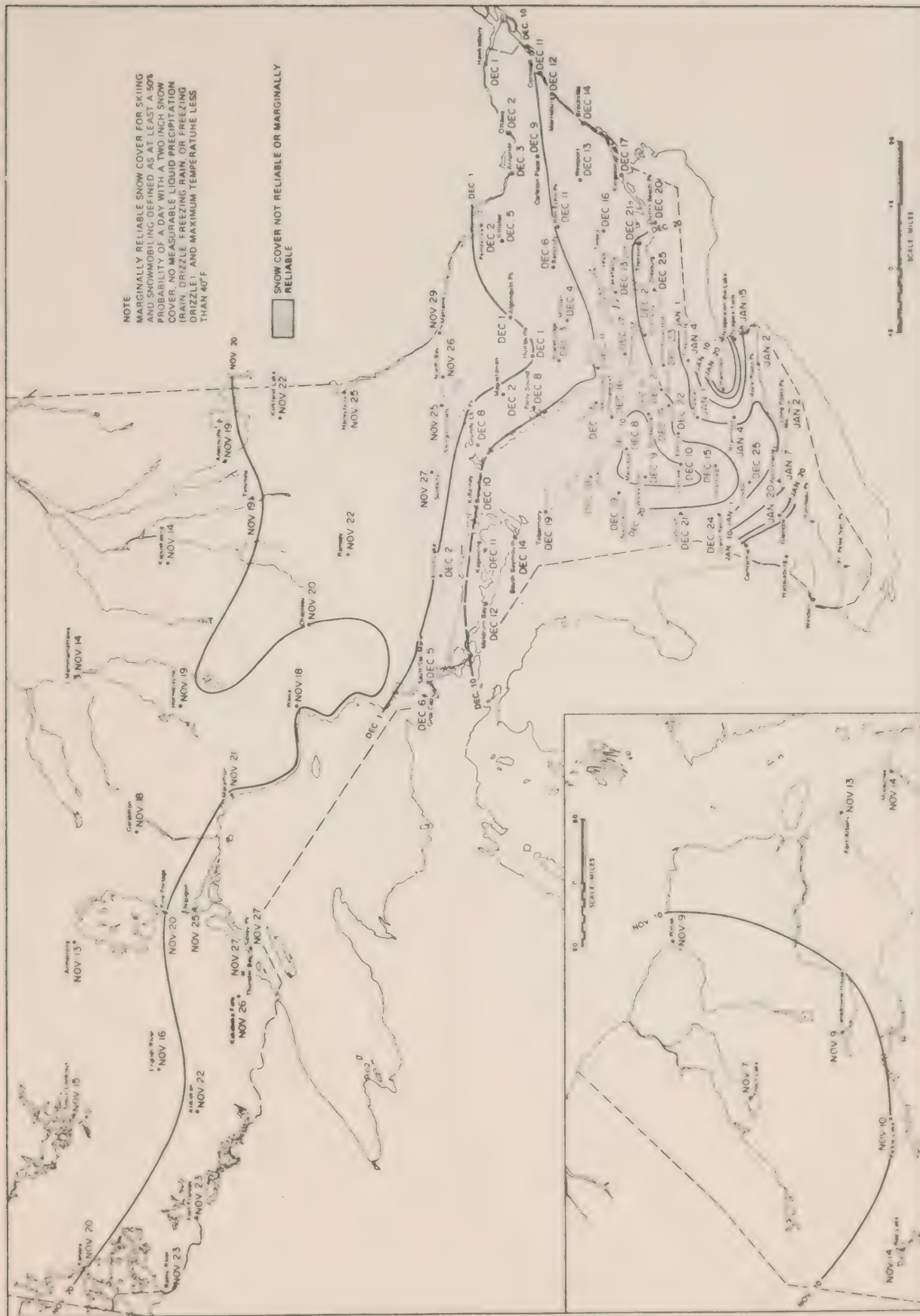




A P P E N D I X    V I

MAPS OF CLIMATIC FOUNDATIONS OF SKIING IN ONTARIO





Map 1 - First Date of Occurrence of Snow Cover Suitable for Skiing, 50 Percentile Level (Marginally Reliable Snow Cover)





Map 2 - First Date of Occurrence of Snow Cover Suitable for Skiing,  
 75 Percentile Level (Reliable Snow Cover)

















Map 5 - Length in Days of Snow Cover Suitable for Skiing,  
 50 Percentile Level (Snow Cover Marginally Reliable or Better)





